


# LIFE



SHIRLEY TEMPLE GOES EAST

JULY 11, 1938

10 CENTS



A PROGRESS GRAPH  
OF LIFE'S QUARTERLY  
CIRCULATION TO DATE

## LIFE REPORTS TO ITS READERS WITH SINCERE THANKS...

In the second quarter of 1938, **LIFE** made its first profit.

In the face of business recession, **LIFE's** circulation has continued its unbroken rise.

**LIFE** is now selling far more copies each month than all the other picture magazines combined. And **LIFE** is selling more copies on U. S. newsstands this month than any other magazine.

In the first six months of 1938, readers paid \$4,564,000 to see the world in **LIFE**, an increase of 111.6% over the first six months of 1937.

In the first six months of 1938, advertisers paid \$3,047,000 to tell their story to **LIFE's** readers, an increase of 101% over the same period of 1937.

With an average of nine readers per copy, **LIFE** now has nearly twice as many readers as any other magazine in the world.

**LIFE** offers its sincere thanks to its readers for their loyalty and enthusiasm through nineteen difficult and exciting months — the loyalty and enthusiasm which now assure **LIFE** a lasting place in the forefront of American magazines.

# LIFE

**"TO EYEWITNESS GREAT EVENTS"**

### *The Purpose of LIFE*

"To see life; to see the world; to eyewitness great events; to watch the faces of the poor and the gestures of the proud; to see strange things—machines, armies, multitudes, shadows in the jungle and on the moon; to see man's work—his paintings, towers and discoveries; to see things thousands of miles away, things hidden behind walls and within rooms, things dangerous to come to; the women that men love and many children; to see and to take pleasure in seeing; to see and be amazed; to see and be instructed;

"Thus to see, and to be shown, is now the will and new expectancy of half mankind.

"To see, and to show, is the purpose of this new magazine."

—from the original prospectus of **LIFE**

# THEY'RE AMERICA'S greatest automobile craftsmen *and the proof is in the car!*



Father and son talk it over on the Studebaker assembly line. They're the Ebys, long-time South Bend residents, with 21 combined years of Studebaker service. Studebaker craftsmanship is one reason for the high Studebaker trade-in value and low maintenance cost.

**That's why the 7,300 master Studebaker artisans invite you to match 10 trial miles in a Studebaker against any other car**

**D**ON'T think for a minute that mere conceit prompts the respect that Studebaker workmen have for their own craftsmanship.

They know there isn't another group of automobile builders in America that can match

them for years of continuous service. They know they are working for an organization in which skill and not speed measures their worth.

The quality they build into every detail of every Studebaker car and truck is as deep rooted and permanent as these Studebaker craftsmen themselves.

That quality explains why the great 1938 Studebaker runs, rides, steers, brakes, accelerates, climbs hills and handles better in a 10-mile trial drive than any other car.

Prove that to yourself—and at the same time let your own eyes tell you why the authoritative Magazine of Art named Studebaker "best-designed" car of the year!

Great craftsmen, vast modernly equipped shops, brilliant engineering and research and an 800-acre, million dollar proving ground combine to put utmost value into every Studebaker. The Studebaker Corp., South Bend, Ind.



Farmer as well as spring craftsman is Studebaker veteran Leo Friesner. His young sons hope to be Studebaker workmen one day, too. Studebaker employs no transients, gives job preference always to members of present and former employees' families. Many Studebaker craftsmen are home owners and leaders in the community's activities.

**You get these exclusive Studebaker indispensables at no extra charge**

Planar independent suspension  
*The famous Miracle Ride*

Automatic hill holder  
*No rolling back on up-grades*

Non-slam rotary door latches  
*Finger-touch closing*

Fram oil cleaner and floating oil screen  
*Better oil and motor economy*

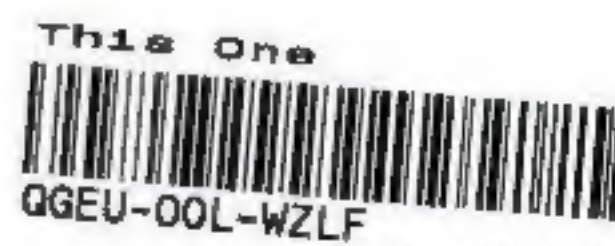
Low prices, low down payment,  
*easy C.I.T. budget terms.*



They call George Barany "dead shot" for his accomplishments with the bow and arrow in the Studebaker Athletic Association. Born in South Bend and 17 years on his Studebaker job, Mr. Barany is an expert Studebaker upholstery craftsman. The average age is 40 years. Half the force have been Studebaker men for 10 years or more.

## STUDEBAKER

**DRIVE IT AND YOU'LL WANT IT!**



Copyrighted material

**A** scalp-wise young blade  
from Peconic—  
Kept his hair neat with  
'Vaseline' Hair Tonic  
'Neath hot summer sun  
He swam and had fun  
And returned with his hair  
—to Peconic!



40¢  
AND  
70¢

DON'T let summer sun and wind dry your hair . . . rob it of its natural protecting oils. Keep it fit this easy 'Vaseline' Hair Tonic way: EVERY DAY rub a few drops of 'Vaseline' Hair Tonic directly on to the scalp. It supplements the natural oils, helps to counteract dryness. EVERY WEEK before shampooing massage thoroughly with the Tonic to stimulate circulation, remove dry dandruff scales, and help stop excess shedding. Chesebrough Mfg. Co., Cons'd., N.Y.

**Vaseline HAIR TONIC**

REG. U. S. PAT. OFF.

Copy. 1936, Chesebrough Mfg. Co., Cons'd.

## LETTERS TO THE EDITORS

### Arizona's Canyon

Sirs:

In the June 27 Issue of LIFE the inference is that the Grand Canyon is in the State of Colorado. Please do not start publicity which would rob Arizona of the scenic values of this No. 1 U. S. natural spectacle.

R. C. STANFORD  
Governor

State Capitol  
Phoenix, Ariz.

Sirs:

My congratulations on your part in the most stupendous alteration of geography in history. Of course, as a friendly gesture, we Arizonans might give the Grand Canyon to the State of Colorado, because we would still have enough left to outfit a dozen states. But in these hard times we are hoarding canyons. As a special favor to me will you move the canyon back where it belongs? We will be tickled to death to give you any other little geographical data you may need; but after this don't go moving canyons around without permission. It riles some of the boys, and when we get riled in Arizona we don't slap wrists.

CLARENCE BUDINGTON  
KELLAND

Port Washington, N. Y.

Sirs:

Well I'll be damned. . . .

HAROLD SULLIVAN  
Mayor of Wickenburg  
Wickenburg, Ariz.

● To Governor Stanford, Novelist Kelland, Mayor Sullivan and the rest of Arizona, LIFE's apologies for ignoring its own map on the following page.—ED.

### Idol's Defense

Sirs:

I am writing in reference to your absurd statement in the June 20 issue of LIFE. "By 1938 standards Rudolph Valentino's pictures are silly, his acting ham," etc. etc.

What do you consider "1938 standards" of acting in the movies? Robert Taylor? Or perhaps that other artist, Mr. Clark Gable?

Please don't think from this that I'm a gallant person of the 1926 era rushing recklessly to my idol's defense. I have just had the pleasure and the honor of seeing Mr. Valentino in these current revivals and I admire and respect his art for the beautiful thing that it is.

Rudolph Valentino was a brilliant and versatile actor. He has never been nor will he ever be replaced.

DORIS RYAN  
Brooklyn, N. Y.

Sirs:

I would rather see Rudolph Valentino in any one of his pictures, than the best talkie made today. His was the most magnetic and charming personality ever flashed on the silver screen; he was one in a billion.

And they thought we wanted talking! No! What we want is someone just one-tenth the fellow Rudy was, not just a flock of talky shadows, inept actors and lukewarm sissy personalities.

An awful exchange!

M. CARLYLE  
Chicago, Ill.

### Old Friends in Africa

Sirs:

It was like meeting old friends again to see the Denis-Roosevelt African pictures in this week's LIFE (June 20).

In 1935, while struggling through the heart of Africa from Cape Town to Cairo with a second-hand Model A Ford, my brother and I met the Denis-Roosevelt Expedition camped on the shores of Lake

Kivu in the eastern part of the Congo. We had just driven up and down, around and over the 7,000-to 8,000-ft. hills of Ruanda, home of the graceful Watutsi. Besides a very welcome visit, we climbed one of the active volcanoes of Central Africa with Mr. Denis and Mr. Phelps



TOM COOPER & PYGMY

and secured some unusual pictures inside the crater.

I am enclosing a picture of myself (see cut) with a full-grown pygmy hunter in the Ituri Forest of the Congo.

TOM COOPER

Fresno, Calif.

P.S. No we did not reach Cairo with the Ford. After 9,000 miles of driving from Cape Town we were not allowed to cross the Sudan because of the Ethiopian war. We had to finish our wandering on a government steamer down the Nile.

### Giant Watutsi

Sirs:

Thanks for the fine African pictures. But why try to pretend the giant Watutsi are not Negroes because they may have some Malay admixture via Zanzibar? This is akin to classing many Europeans as non-white because they are obviously tar-brushed. Why not just let us judge from the photographs, which might have been taken in Georgia?

Like the Watutsi, few Negro peoples are jet black except a few inhabiting West Coast savannas. African pigment varies with mountain, forest and plain, just as blondness among whites decreases sharply as excessive cloudiness is left behind, and as sunlight increases.

GEORGE S. SCHUYLER  
New York, N. Y.

● Quite aside from their coloring, which is bronze, the tall, slender Watutsi have thin lips and nostrils, small eyebrow ridges and a general non-Negroid aspect.—ED.

Sirs:

Your caption writer's bubbling assurances about King Rudahigwa's refinement, mastery of French, and aristocratic bearing cannot hide the fact that he is what we in America call a "white-folks'-nigger"—one eager to cast overboard both his principles and his people for a mere tupenny-ha-penny.

This "aristocrat of Africa" is a missionary-trained Uncle Tom who rode into power after the coup d'état of November 1931, which put out of power Musunga and the elder ministers who had not been so amenable to Belgian rule. The perquisites of the office bespeak the astuteness of the Belgians not the intelligence of the King of the Watutsi. So wary are the Belgians that even the Congolese who land in Belgium as servants are forbidden

to set foot in the Congo again, and Congolese sailors on Belgian ships are not allowed ashore on arrival at Antwerp. JAMES W. IVY  
Phoebus, Va.

● It is true that Rudahigwa was the Belgian Government's choice for King of the Watusi, but his people seem satisfied with him. Rudahigwa has cooperated with the Belgians in wiping out disease and civil wars and has given up his predecessors' grisly practice of spitting and burning his enemies in public.—ED.

#### "Telecasted"

Sirs:  
I've been concerned since learning from page 32 of your June 20 issue that "... the National Broadcasting Company telecasted a Broadway play," not because of the arduous task of the caption writer who casted about to find a word for the unusual occasion but over the plight of the poor proofreader who let it get by. Was he fired?

GERRY POWELL  
Typographic Director

American Type Founders Sales Corp.  
Elizabeth, N. J.

● "Telecast" is not yet in the dictionaries but Webster's approves "broadcasted."—ED.

#### Praise in English-Langage

Sirs:  
I was very glad when my friend Abe Israelson, of New York, wrote to me he had taken for me a "subscription" to LIFE. It is one of the best magazine on the world with our french "ILLUSTRATION." You'll excuse me for my childish english-langage, but every week I am very enjoyed when I find LIFE at home.

It seems to me that I am not so far from all the "civilized-world" at many days of all that I love: parents, friends, and PARIS' Life...

Je vous prie de croire à mes sentiments les meilleurs.

M. C. BRAS

Dakar  
French-West-Africa

● Merci beaucoup.—ED.

#### Pro-Hague

Sirs:  
It is just as silly for me to say that your publication is back-house paper as for you to say that Mayor Hague of

Jersey City is a back-alley Fascist (LIFE, June 20). You should have said that the Mayor waves the Red, White and Blue flag of America while your publication waves the Red flag of Russia.

Your camera like a vulture follows the Red flag in China and Spain. Why not send your camera to Russia? We would like to see Communism in action at home. We would like to see a few of the ten or twenty million men, women and children who have been liquidated in the past few years under the Red flag. Why not send your camera to Siberia?

WILLARD PIPER

State Representative  
House of Representatives  
Columbus, Ohio

#### Anti-Hague

Sirs:  
Your very fine write-up "North Jersey goes Fascist" should be highly commended by all true, loyal, freedom-loving Americans. The whole article is well taken! There is not one discordant note to be found in it. Every sentence is sound, practical, Christian and American.

Your summing up is most wonderful. It is also very timely; "But if the 1938 Depression grows worse, or even fails to get better, the time may come when the Jersey City contagion will spread across the land as it has now spread to Newark, and even New Dealers may find themselves the 'radical' targets of egg-throwing mobs!" Well said and well done!!!

Of course we all know that Boss Hague delivered Jersey, "bag and baggage," to Mr. Roosevelt and his New Deal, but it is time for Mr. Roosevelt, in the name of the New Deal, to give to New Jersey a brand-new deal by repudiating this would-be Hitler-Mussolini, and proving to the world that he (the President) is what he says he is.

REV. EDWARD A. ABBOTT

Mobile, Ala.

#### Riding Vanderbilt

Sirs:  
In your mention of Alfred Gwynne Vanderbilt's wedding (LIFE, June 20) you refer to him as the "nonriding owner of one of the country's greatest racing stables." What do you mean "nonriding"? Look at the enclosed picture (see cut).

BERT CLARK THAYER

New York, N. Y.

● LIFE is obliged to Mr. Thayer for the first photograph it has ever seen of Mr. Vanderbilt on a horse.—ED.



ALFRED GWYNNE VANDERBILT

#### NEW ADVICE-NEW PROOF FROM 1800 DENTISTS

A dozen prominent dentists first discovered that gum troubles cleared rapidly when the daily diet included two large glasses of fresh orange juice.

Then a well-known University gave the subject 3 1/4 years of research. Not only were the benefits to gums confirmed, but tooth decay was lessened more than half.

Now, eighteen hundred dentists, practicing in all parts of America give new proof from their experience.

Ninety-six per cent report fresh orange juice effective against gum troubles. 88% state it helps prevent tooth decay.

Nine out of ten advise FRESH orange juice daily as an aid to dental health.

Start this healthful habit now—fresh orange juice daily for every member of your family.

Cope, 1938, California Fruit Growers Exchange

#### PRIZE BOX OF ORANGES DAILY

Listen in on Station Nearest You: WOR, Newark—6:45-7:15 AM; WEEI, Boston—WGN, Chicago—WREC, Memphis—KIRO, Seattle—7:00-7:30 AM; CFAC, Calgary—WCAU, Philadelphia—KWK, St. Louis—7:15-7:45 AM; WKBW, Buffalo—CKLW, Detroit—KGKO, Fort Worth—KOIL, Omaha—KMBC, Kansas City—KSTP, Minneapolis—WCAE, Pittsburgh—KOIN, Portland—CFRB, Toronto—7:30-8:00 AM; CKWX, Vancouver—8:00-8:30 AM.

**Sunkist**  
*Valencia*  
**Oranges**

**RECORD CROP  
BARGAINS NOW!**

CALIFORNIA FRUIT GROWERS EXCHANGE  
Dept. 2707, Sunkist Bldg., Los Angeles, Calif.

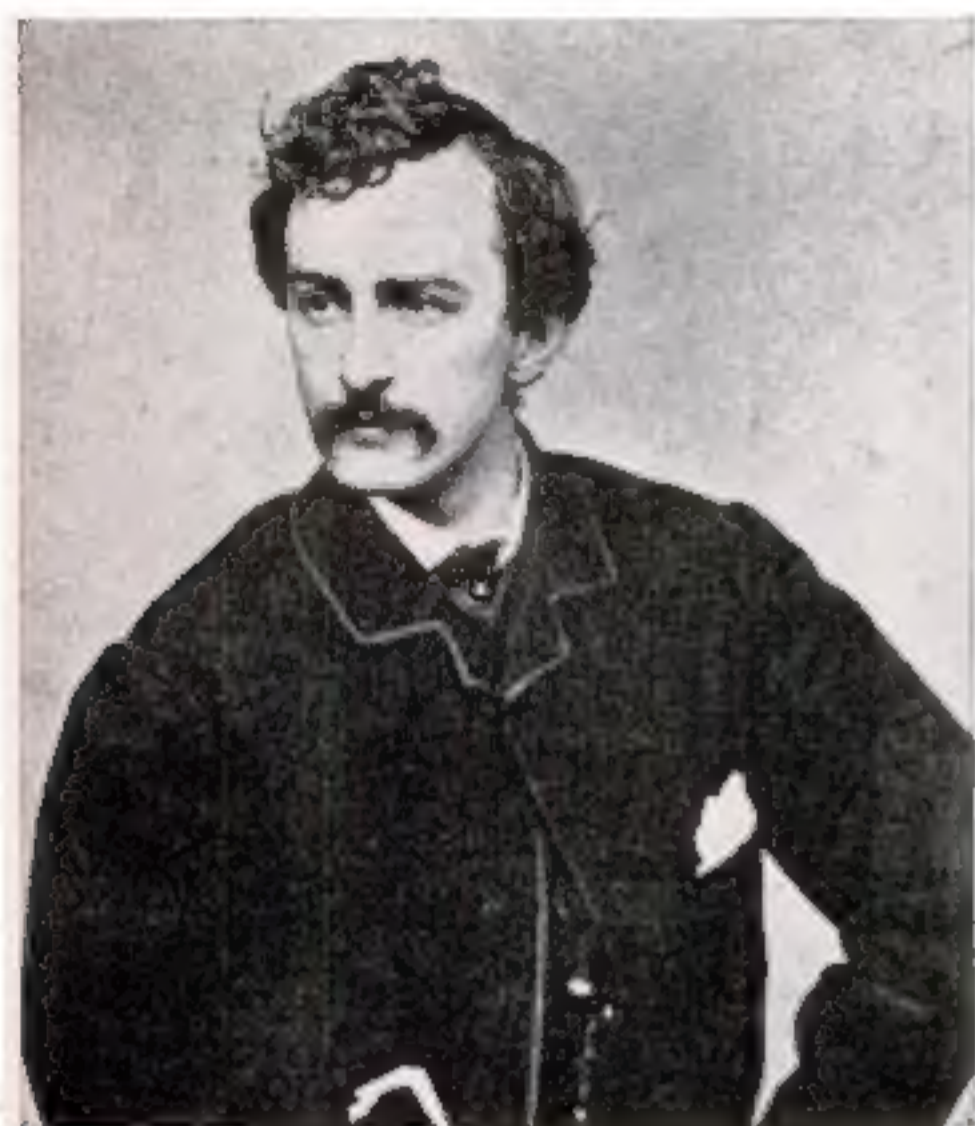
Send the free booklet, "World's New Dental Story," recounting these discoveries in detail and "Fruits That Help Keep the Body Vigorous," with further health facts about oranges and lemons.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# *SPEAKING OF PICTURES . . .*



# ... IS THIS JOHN WILKES BOOTH'S BODY?



John Wilkes Booth, in person, was handsome but never the actor his father Junius or famed brother Edwin was.

The cadaver shown on the opposite page is the mummy of a house painter named John St. Helen who committed suicide in Enid, Okla., Jan. 13, 1903. His mortal remains, embalmed with arsenic, are now a main attraction of Jay Gould's Million Dollar Spectacle, a carnival traveling the Midwest. The carnival bills the corpse as that of John Wilkes Booth, the actor who shot Lincoln.

Officially, Booth was shot as he tried to flee a burning barn near Bowling Green, Va., on April 26, 1865, twelve days after the assassination. But the story persists that the man shot was not Booth, that Booth escaped and lived for years in the Southwest. Usually he called himself St. Helen, though sometimes he said he was the son of Marshal Ney who, according to legend, fled France and settled in North Carolina. St. Helen confessed that he was Booth to Finis Bates, later Attorney General of Tennessee, who obtained his corpse after his death and rented it to carnivals. Bates's widow sold it for \$1,000. It has changed hands many times since, bringing bad luck to its owners. One went broke and was killed in a hold-up. The present owner, Joseph B. Harkin, a former Tattooed Man, lost a comfortable fortune since he bought the mummy for \$5,000 in 1932. Since he joined Gould's show last year, however, his fortunes have changed. The mummy is a big attraction.

In 1931 a group of doctors examined the corpse and found that it had certain marks which Booth had: short left leg, distorted right thumb, scar on neck. But these findings did not convince historians, who generally pooh-pooh the story, agree that this mummy is not and never was the body of John Wilkes Booth.



Twenty-five cents admission is charged to see the mummy. "Barney" Harkin tends gate. His wife does the explaining.



An X-ray of mummy's stomach, exhibited by Mrs. Harkin, shows signet ring with "B," supposedly swallowed by Booth.



The mummy's white hair is lovingly combed by Agnes Harkin. Its dried-up skin is dressed frequently with vaseline.



The left leg is shorter. It was broken. Booth broke his left leg jumping to the stage after having shot President Lincoln.



The back is opened by a flap, so that the customers can look inside. The mummy is always clad in khaki shorts.



Fingerprints are taken by a curious sheriff. This proves nothing because Booth's fingerprints were never taken.

# MAKE THIS TEST and discover a better smoke!



**1** If you think you enjoy tobacco flavor chiefly through your sense of *taste*... make this simple test. While you're smoking, pinch your nostrils shut. Note that your tobacco smoke tastes flat... *flavorless*.



**2** Now let go. The flavor returns at once, proving you enjoy tobacco flavor chiefly through your sense of *smell*. Now you know why HALF & HALF's distinctive *aroma*, added to its finer *taste*, gives you richer, fuller flavor. This exclusive quality is called FLAVOROMA.

## Why you get FLAVOROMA only from Half & Half

As the test shows, you enjoy tobacco flavor only partly through your sense of taste, largely through your sense of smell.

Knowing this, we set out to blend a tobacco appealing partly to your tongue, but especially to the keen nerves at the back of your nose.

In HALF & HALF, we finally got a blend that does just that. A blend with a very special quality which we call FLAVOROMA... a perfect combination of AROMA and TASTE that produces finer tobacco flavor.

It is this exclusive quality of FLAVOROMA in Half & Half that gives you more pipe-smoking pleasure than you've ever known.

Try HALF & HALF yourself. Learn why FLAVOROMA is switching so many pipe-smokers to this tobacco every day.

Copyright 1935, The American Tobacco Company



The Telescope Tin gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No scraped fingers as you reach down for the last load.  
(Patent No. 1,770,920.)

Enjoy the FLAVOROMA of

# HALF AND HALF

FOR PIPE OR CIGARETTE

# SPEAKING OF PICTURES

(continued)



This was Booth, drawn with great care for resemblance by a Currier & Ives artist, as he shot Abraham Lincoln in Ford's Theatre on the night of April 14, 1865. Next to the President sits Mrs. Lincoln. With them are Major Rathbone and Miss Harris, who later married. Still later Major Rathbone went crazy, shot and killed his wife.



Is this Booth? This is the mummy that might be Booth, wrapped up for the night in his Indian blanket. He lies at night in the truck where Mr. & Mrs. Harkin sleep.



Or is Booth buried here? His official grave (arrow) is in Green Mount Cemetery, Baltimore. First buried in the Arsenal Grounds in Washington, the body was exhumed in 1869, identified as Booth by friends and moved to the Booth family lot.

## Gossip at the beach!

**JUDY:** "He nagged and acted so terribly mean, it sure looked like a bust-up for a while. I really felt sorry for Jane."

**ALICE:** "Aw, be fair! Tom raised Cain—but so would you if you had to go around in tattle-tale gray. Jane was to blame for using lazy soap. It left dirt behind! Tom's shirts and her whole wash showed it."



**SALLY:** "Well, I'm glad the fuss has blown over! If we'd only told Jane sooner how Fels-Naptha's richer golden soap and lots of naptha hustle out every last speck of dirt—the whole mess wouldn't have happened."

**MARY:** "Better late than never! Since she listened to us and switched to Fels-Naptha Soap, everything's peaches again and they're off for a second honeymoon!"

COPYR. 1935, FELS & CO.

**BANISH "TATTLE-TALE GRAY" WITH FELS-NAPTHA SOAP!**

**NEW! Great for washing machines!**  
Try Fels-Naptha Soap Chips, too!



**E**VERYTHING you own . . . home, furnishings, car, personal effects . . . represents a definite value in dollars. If any of your possessions were damaged or destroyed, it would cost you money to restore or replace them. And it would make no difference if the contributing factor were fire or windstorm or

explosion or theft or other hazard. A loss is a loss, no matter what the cause.

The moral is to protect what you have . . . not only against fire but every hazard that can conceivably cause you financial loss. What are those hazards? What policies are available to meet them? Any North America

Agent, or your broker, will tell you without obligation. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

## Insurance Company of North America

PHILADELPHIA

FOUNDED  
1792

*and its affiliated companies write practically every form of insurance except life*

LOSSES PAID  
\$435,000,000



## LIFE'S PICTURES

Outstanding in this issue are the pictures on pages 11-13, the clearest and most detailed ever taken of the New York Stock Exchange. There are the work of Otto Hagel who will be remembered for his photographs of the air-raid blackout at Farmingdale, Long Island in LIFE for May 30. Known especially for the unusual detail of his portrait photography, this plump, red-cheeked German arrived in the U. S. eight years ago, spent five hard-working years on the West Coast before drifting into photography. Now 29, he is an expert dark-room technician, uses a Speed-Graphic and Contax

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

[illegible]

APPROXIMATELY DUT BOTTOM P/B (FSTER  
D MIDDYKIGHT EXL 24 INT LT LEFT RT  
RIGHT TOP A.P. 4960 LATED PRESN FOR  
EUROPEAN INT, INTERNATIONAL REL KEY-  
STONE M-G-M METRO-LIBRARY-MAYER P I.  
PICTURES INC, W.W. WIDE WORLD

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**LIFE'S COVER:** Shirley Temple, on the cover, is having her first encounter with a wheat field. The event occurred in Kansas, not far from the small town of Manhattan. Shirley and her parents were driving across the continent (*see p. 58*) and the little star insisted that they stop while she got out and played in the wheat. The Temple family then stopped for lunch in Manhattan because Shirley thought it looked like "a nice quiet town." Before she had finished creamed chicken on toast and a milk shake, 1,500 persons were on hand to say goodbye.

**EDITOR:** Henry R. Luce  
**MANAGING EDITOR:** John Shaw Billings  
**ASSOCIATE EDITORS:** Daniel Longwell, Wilson Hicks  
**PHOTOGRAPHS BY:** Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thomas D. McAvoy, Samuel Mieth, Carl M. Mydans, John Phillips, Peter Stackpole, William Vandivert  
**ASSISTANT EDITORS:** Howard Richmond, Art Hubert, Jay David, Curt Paul, Peters, Joseph J. Thorncliffe Jr., Joseph Kastner, Geoffrey T. Holman, Andrew Haskell, Lincoln Barnett, Marc Sermolono  
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BEEN TOLD**  
—about  
**Tampax?**



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NO PINS  
NO PADS  
NO SHIRTS

**NO DOOR** Women everywhere are telling other women about Tampax, the new form of sanitary protection for monthly use. Tampax is worn internally. You can do your household work or office work or take part in outdoor sports without even remembering you are wearing it. You can wear the sheerest gown or a modern swimsuit without a tell-tale bulge or wrinkle. Use Tampax this summer; a month's supply can be carried in your purse.

Tampax was perfected by a physician for all normal women. It is neatly and efficiently absorbent, doing away with pins, pads and belts. It will not come apart nor fail you in its protection. No odor. No disposal difficulties. Made of absorbent surgical cotton, greatly compressed, hygienically sealed in patented applicator. Endorsed by gynecologists. Sold at drug stores and notion counters—month's supply, 35¢. Introductory package, 20¢. If your dealer has not stocked, please use coupon.

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YOU'RE WEARING IT!"**

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Medical Association



TAMPAX INCORPORATED  
New Brunswick, New Jersey

Please send me introductory size package of Tampax with full directions. Enclosed is 20¢ (stamps or coins)

**NAME** \_\_\_\_\_

4.4.2. *Model 2*



*"I thought Old Egan would split a gusset!"*

1 H. B.—my Boss—was trying to sign this big  
 paper. It was a contract to build a new  
 building. I was a secretary. I was a girl.  
 I ever think a...



2. The night before the deal me it sure looked hopeless. About eleven p.m., thinking to be helpful, I toddled in with a plate of sandwiches and a pot of coffee. "Perhaps," I murmured, "you gentlemen would like some refreshment."



3. Well, I thought old Egan would split a gusset "Thunderation," he bellowed "Coffee at eleven? What are you trying to do? Wear me down by keeping me awake all night?" Wow! Was I glad I had Sanka Coffee in that pot!



4. "Mr. Egan," I said sweetly, "this is Sanka Coffee, 97% caffeine-free. If you're one of those that caffeine keeps awake... you can drink Sanka... and sleep! It's delicious coffee, too." He looked skeptical... but after the first cup, he drank two more!



5. Next Morning, Old Ironsides looked almost cheerful. "Slept fine," he said. "Liked that Sanka Coffee, too. Thanks." After which emotional outburst, he went in with the Boss and signed the deal. And was H. B. tickled? Said after all I'd done I ought to take myself a cruise... at the firm's expense!

#### ICED OR HOT—SANKA COFFEE IS DELICIOUS!

It's a TOSS-UP which way you'll relish Sanka Coffee more... in a steaming cup, rich, full-bodied, and warming to the soul... or in a tinkling glass, frosty-cold, smooth, and thirst-quenching.

But, either way, you'll enjoy all the flavor and fragrance and satisfaction that a truly fine coffee can give. For Sanka Coffee is *real* coffee—all coffee—one of the world's choice blends.

Yet, however it's made, Sanka Coffee will never have you counting sheep. You can drink it and sleep... for 97% of the caffeine has been removed.

Be sure to make Sanka Coffee strong... as all good coffee should be made. If you "perk" it, give it a few extra minutes "on the fire."

Your grocer has Sanka Coffee in either "drip" or regular grind. Get a can today. A General Foods Product.



## SANKA COFFEE

REAL COFFEE... 97% CAFFEIN-FREE... DRINK IT AND SLEEP!

## A NEW DEAL STARTS AS STOCK EXCHANGE BOOMS

By July 1, two weeks after the start of the stock market's first sustained upturn since the decline which began last summer, stocks had gained 42½%, restoring \$10,500,000,000 of the \$25,000,000,000 in values wiped out by the 1937 crash (LIFE, Nov. 1), and were touching new highs for the year. Whether it was the adjournment of Congress, or signs of business revival, or a dozen other things which had touched off the sudden boom, nobody knew for sure. Neither did anybody know how long it would last, or whether it meant the beginning of the end of Depression II. But everybody knew and felt that it was great good cheering news.

One fact which got surprisingly little mention as a possible factor in the stock market upturn was the recent change of front on the part of the Stock Exchange itself. Surprising, because the frank purpose of that change is to win ordinary investors back into the market by dispelling their profound, burnt-child, Depression-born distrust of the Exchange and its "insiders." The Exchange's own "New Deal" was climaxed and dramatized June 30 when its Board of Governors unanimously elected to be the first paid, non-member president of the Exchange—at \$48,000 per year—a hard-working, scholarly, public-spirited 31-year-old broker named William McChesney Martin Jr. (right).

The spectacular success story of young Mr. Martin (Yale, 1928) begins with the Crash of 1929, which brought the New Deal, which brought the Securities Exchange Act of 1934, by which it was proposed that Washington should rule Wall Street and not vice versa. Washington's policeman was to be the new Securities & Exchange Commission (SEC). But just as no conceivable number of ordinary policemen could enforce laws unless the great majority of the people voluntarily policed themselves, so the SEC was almost bound to be balked as long as the Stock Exchange was dominated by its New Deal-hating Old Guard.

Already, however, there were a substantial number of "rebels" within the Exchange who sympathized with the SEC's idea that the Exchange should police itself. In 1935 they succeeded in ousting Old Guardsman Richard Whitney from the presidency. But it was not until last March, when SEC Chairman William O. Douglas was getting ready to crack down, that the exposure of Richard Whitney as a thief finally brought the Old Guard to its knees. An entire slate of "reform" candidates, headed by young Mr. Martin as chairman and acting president, was elected to the Board of Governors, and a sweeping reorganization plan was written into the Exchange's constitution. The job now well begun is to change the Exchange from a private club run for the profit of its members into a public institution run for the benefit of the investing public and the nation's business.



WILLIAM MC. MARTIN JR., FIRST PAID PRESIDENT OF NEW YORK STOCK EXCHANGE, ON GOVERNORS' ROSTRUM

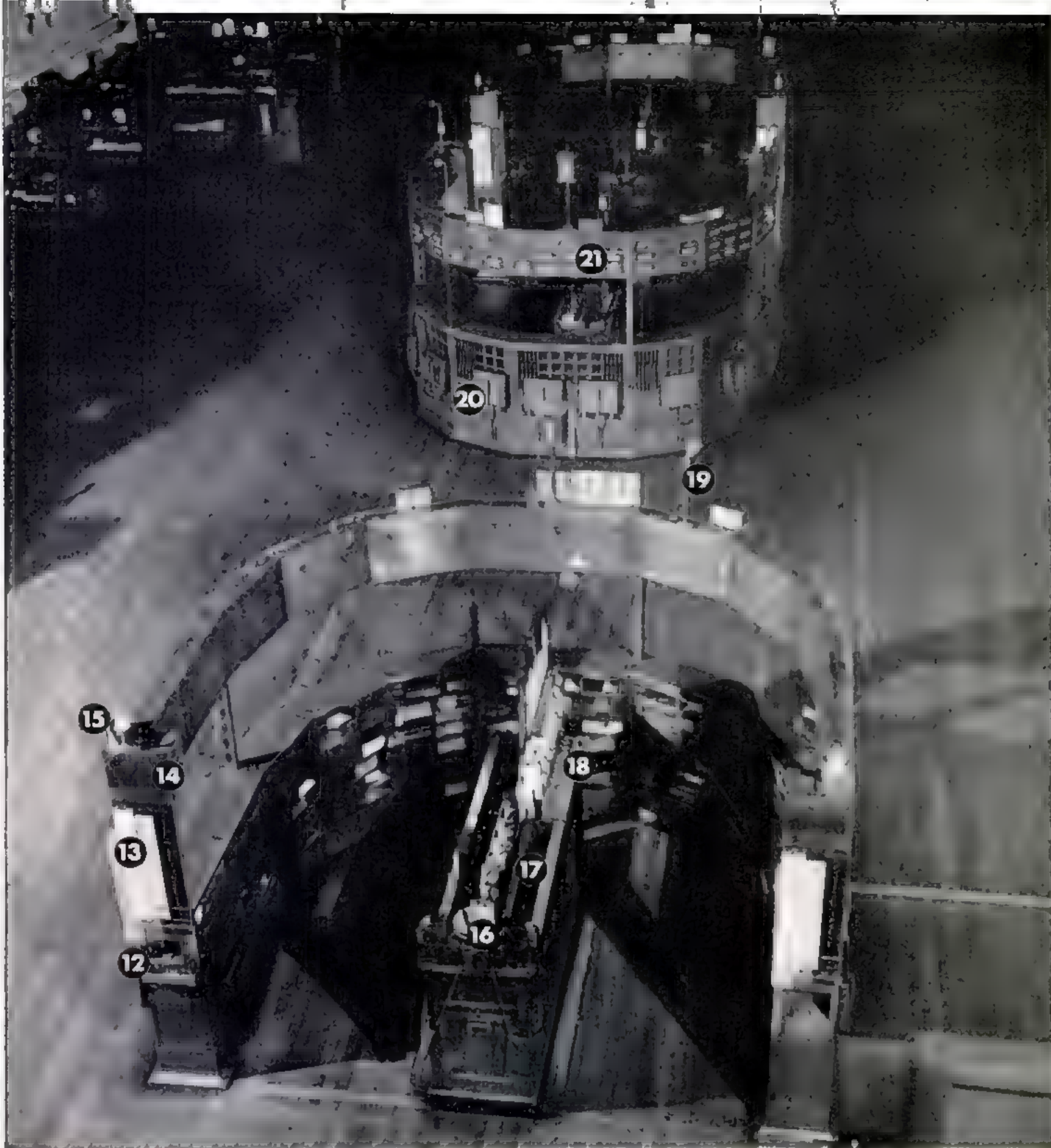


## A NEW DEAL IN PICTURES SHOWS EXCHANGE WORKINGS

One of the secretive practices which have helped foster the popular idea that dark and devious doings go on behind the pillared façade of the New York Stock Exchange has been its traditional ban on cameras. Now President Martin promptly decided to let newsmen see with their own eyes what goes on in the Exchange. He invited newspaper and newsreel cameramen to a meeting of the august Board of Governors. And he invited a LIFE photographer, Otto Hagel, to make the most complete

camera record of the Stock Exchange ever taken.

Above and on the opposite page are the two LIFE photographs which give the best over-all view of the men and machinery on the Exchange floor, and how they work. The scene in the two pictures is the same. The horseshoe shaped cabinets are called "Trading Posts." Each of the 1,250 stocks listed on the Exchange is assigned to a particular post. At Post No. 1 in foreground are traded stocks of Du Pont, United Aircraft, U. S. Gypsum, 40 other



corporations. At Post No. 2 are U. S. Steel, Chrysler, some 25 others.

The numbers on these pages spot various classifications of Exchange members, employees and mechanisms. No. 1 is a floor broker (as was new President Martin, who must now sell his seat on the Exchange). When an order to buy or sell stocks comes by telephone from his office, a "squad boy" (9) brings him the message. He then goes to the post, each of which has its own supervisor (4), at which the stock he is to buy or sell is traded. There he calls out his bid or his asking price, closes a deal with another broker entirely by word-of-mouth. Noting the deal on a slip of paper, he hands it to a squad boy to be phoned to his office. Meantime a sharp-eared Exchange reporter (8) overhears the deal, notes down name of stock, number of shares traded, price. He hands his slip to a "carrier boy" (10), who deposits it at a ticker tube station (12),

whence it goes by pneumatic tube to be teletyped onto the tapes of the nation's stock tickers. When the ticker falls five minutes behind trading, the ticker-room staff signals the reporter to speed up by flashing a light (19). It is also the reporter's job to keep bulletin boards recording last prices (21) and day's trading (13) up to date.

If a broker's bidding or asking price is not met by another ordinary broker, he deals with a "specialist" (2) in the particular stock. The specialist records his deal by handing a slip to his clerk (3), who passes it on to a "tube man" (5 & 6), who dispatches it by pneumatic tube (18) to be telephoned to the specialist's office.

Ordinary floor trading is done in lots or multiples of 100 shares. When you order less than 100 shares to be bought or sold, your broker sends the order by telephone and pneumatic tube (17), serviced by a "green diamond boy" (7) to an "odd-lot dealer."

He listens for the next sale in the stock, then sells you stock from his own supply, or buys your stock himself, at  $12\frac{1}{2}$ ¢ per share more or less than the price quoted. He drops his record slips into a brass bowl (16) to be dispatched by a tube man.

The Exchange maintains a special quotation room on its 15th floor where off-the-floor members may telephone to get bid & asked prices of inactive stocks, or latest prices of active stocks before they appear on the ticker. A "quote boy" (11) plugs in his earphones at a wire connection (14) to give the quotation room latest news from the floor. When the quotation-room staff wants to ask a question or hurry him up, it flashes a light (15).

In post War times Stock Exchange members have paid anything from \$50,000 to \$625,000 for their "seats" on the Exchange. Only actual seats where brokers may rest their weary legs on the Exchange floor are folding ones (20) around the trading posts.

# LIFE ON THE NEWSFRONTS OF THE WORLD

Gellermann, Doherty, Roosevelt, Williams, Barton and Johnston sound off; Moody acts

At least once in a lifetime, every politician is tempted to deal with his opponents as Politician Ed McNew tried to deal with a news photographer in Knoxville, Tenn., on June 23, i.e. blow his head off with a pistol as shown in the extraordinary pictures on pp. 20-21. Times and jails being what they are, however, most politicians let off steam with their mouths instead of their trigger-fingers. With Congress adjourned and the summer doldrums setting in, almost all the significant action-news of the week in America was made by the booming New York

Stock Exchange (see p. 11). Otherwise, domestic headlines of the week were devoted mostly to sound-offs, mostly political. . . . In a Ph.D. thesis released by Columbia University's Teachers College on the eve of the National Education Association convention in New York City, Prof. William Gellermann of Northwestern University



DOHERTY

sounded off in 280 pages to the effect that the American Legion is a fascist force. The Legion's National Commander Daniel J. Doherty retorted that Professor Gellermann's thesis was the "puny product of a small mind." . . . President Roosevelt, whose time was largely taken up by visiting Swedish royalty (see p. 26), took time to address the N.E.A. teachers on New York's World's Fairground, sound off against overseas Fascists in behalf of free speech (see p. 18).

**Cash-for-Votes.** Easily the most indiscreet sound-off of the week was made by Harry Hopkins' right-hand man, Deputy WPA Administrator Aubrey Williams. In the May 23 issue, LIFE analyzed Government spending & lending by States, showed that the Democratic New Deal had notably short-changed the faithful Solid South in dividing Relief and Recovery billions. On June 26 the New Deal, which was reported to be considerably perturbed by LIFE's analysis, moved to remedy this inequality by raising WPA pay rates in the South nearer to the levels paid in other sections. Biggest raises went to Kentucky and Oklahoma, where Presidentially-favored Senators Barkley and Thomas face stiff fights for renomination. On June 27 in Washington, addressing 800 members of the Workers Alliance (radical relievers), Administrator Williams crowed over the raises, said "we" want to raise relief pay even higher, suggested that relievers who want more money should "keep our friends in power." The Senate Campaign Expenditures Committee, delegated to investigate all charges of use of Relief cash-for-votes, dismissed Administrator Williams' speech as "unfortunate."



WILLIAMS

**Barton on GOP.** The sound-off of the week which made the best pictures was that of Socialist Norman Thomas (see pp. 24-25) laying into his old enemy Mayor Hague in Newark, N. J., where he was rotten-egged by Haguesters when he tried to speak last month (LIFE, June 20). The sound-off which made the soundest sense was made by Congressman Bruce Barton, speaking to Indiana's Republican nominating convention in Indianapolis. A great advertising man who used best Batten, Barton, Durstine & Osborn technique to sell himself to New York voters last autumn (LIFE, Nov. 1), Republican Barton pointed to the FORTUNE poll which led off the June 27 issue of LIFE to prove that the majority of Americans are for Roosevelt in spite of the New Deal. The reason, he said, was that for the first time in many of their lives America's common people feel that they have a friend in the White House. "They say to themselves, 'He cares. He is trying to do something about it.'" Frankly conceding that Democrats had sponsored most of the reforms in the nation's history, but asserting that it had taken Republicans to make them work, he declared that the GOP had "lost touch with the common people" in the fat-1920's and would never return to power until it got back in touch with them.



BARTON

**Jimmy Gets It.** Most embarrassing sound-off of the week was made by crack Reporter Alva Johnston in a *Saturday Evening Post* article called "Jimmy's Got It." Naming names and dates, he asserted that Son James Roosevelt had built his insurance fortune by "twisting" away from other agents huge insurance policies of individuals and firms who had reason to want to stand in well with the Administration. Other insurance agents, he reported, estimate that Son Jimmy is receiving an income of \$250,000 to \$2,000,000 a year from insurance sales while serving as his father's secretary. At Mayo Clinic, where he was undergoing treatment for stomach ulcers, it was announced on Jimmy's behalf that he was "naturally indignant" about the *Post* piece and had sent it to his lawyer, presumably to see if he could discover any peg for a libel suit.



J. ROOSEVELT

**Chamberlain's Spain.** In Europe last week talk got results. British Prime Minister Chamberlain's great dream of "sterilizing" the Spanish Civil War by getting out all foreigners grew brighter. When Russia refused to put up a cent to get Italians out of

Spain, England got France, Italy and Germany to chip in Russia's share. But continued Rebel bombings of ships flying the British flag were making Chamberlain's hours in the House of Commons extremely unhappy. At Chamberlain's specific request, Benito Mussolini agreed to use his "discreet influence" over the Rebels to tone down such bombings. . . . The attack on Chamberlain by the anti-Italian M.P.'s suddenly shifted direction. Flag-waver Winston Churchill's son-in-law, Duncan Sandys, was asked by the War Office to explain, under the Official Secrets Act (espionage), how as an M.P. he knew that England's 3-in. anti-aircraft guns were "duds" and not half numerous enough. The Commons rallied to defend the sanctity of an M.P.'s sources of information and War Minister Leslie Hore-Belisha backed down, let Sandys alone and promised more and better guns and gun crews.



SANDYS

**Coals of Fire.** The most bitter feudists in tennis, Helen Wills Moody and Helen Jacobs, met once again at Wimbledon in the All-England finals July 2. Mrs. Moody, making an unexpected comeback, won the first set 6-4. In the second set, Miss Jacobs' injured ankle hurt so badly that she could scarcely move around. She took only three points, lost 6-0. But, in sticking it painfully out to the end, Miss Jacobs heaped coals of fire on her rival's head. In 1933 at Forest Hills, Mrs. Moody walked off the court just as Miss Jacobs was about to beat her. Mrs. Moody forfeited the match because, she said, her back was injured. Tennis followers called Mrs. Moody a poor sport in not finishing the set, giving Miss Jacobs a clean-cut victory. . . . Red-thatched Donald Budge won the men's singles at Wimbledon with ridiculous ease. There seems to be no amateur player able to take a set from him. No one at Wimbledon did.



MOODY

**Picture-of-the-Week.** Many a pilot in Spain has bailed out of a burning plane but never before has a picture of the feat been taken. In Paris such a picture at last appeared (see opposite page), brought in by an anonymous Italian. It purported to show a Rebel pilot parachuting down near his smoking Dewoitine D-371, a single-seat fighter that makes 236 m.p.h. Both pilot and plane fuselage have been retouched. The pilot, an Italian, landed safely. The date was June 10, the place the Spanish coast near the French border.



Rebel plane and pilot over Spain

# ENGLAND

## GREAT AND HUMBLE BRITONS MOVE OUTDOORS



A feeble imitation of cricket is played by the bone-sick boys in St. Vincent's open-air Orthopedic Hospital at Pinner just outside London. Bowling, in foreground, with a string to retrieve his ball, is bedridden Patrick Shergules. Gilbert Nash, 18, a Boy Scout, has just hit the ball, while advanced patients and a nurse field under a bright June sun.



The little princesses made first appearance in uniforms June 19 to review Girl Guides at Windsor; Elizabeth as a second-class Girl Guide of Buckingham Kingfisher Patrol (white pocket stripe means vice-leader), Margaret Rose as a Brownie of the Leprechaun Six. The King spotted a maladjustment of Elizabeth's sheath knife, had it fixed (above).

### British Nippys Show Off

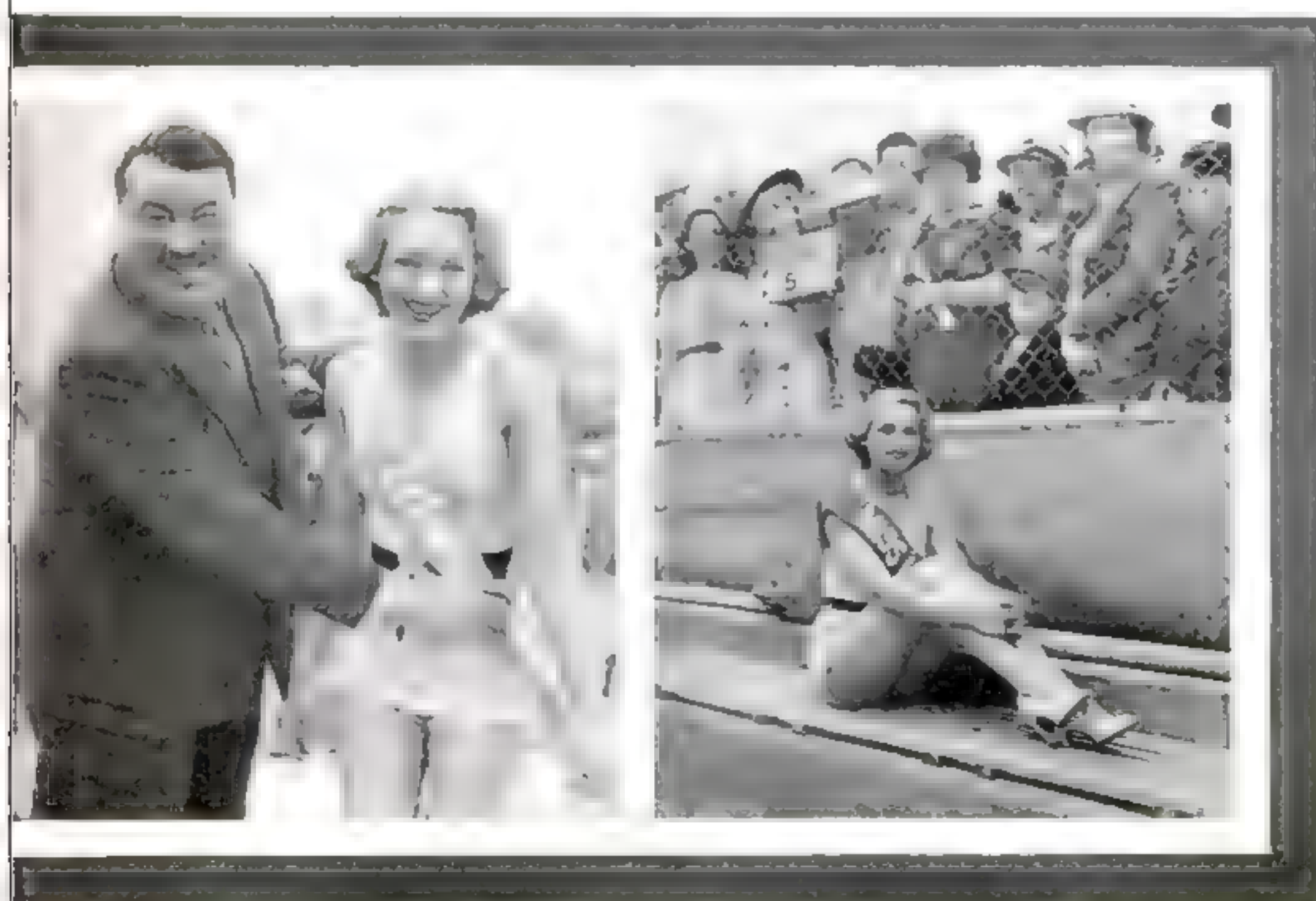
For 22,000 employees of England's great Lyons restaurant chain, the Salmons and Glucksteins who own it run an 87-acre recreation park at Sudbury, 50 miles from London. On June 18 they held their annual sports carnival. At right one of the Lyons waitresses, officially nicknamed Nippys a dozen years ago to describe their alertness and self-respect, takes a tray over a hurdle. For the "Lyons Swimming Girl" contest, all Nippys were outfitted in Jantzen swim suits, all alike. A Throgmorton Street Shop cashier, Georgina Hellen, statuesque and Saxon-looking, was the winner. A British sculptor named Barney Scale (see right) awarded Miss Hellen her "Miss Lyons" ribbon. She was sharply inspected by the crowd outside the swimming-pool fence. An inducement to work for Lyons is that boy and girl employees meet one another at frequent Club dances, may also bring outsiders.





For "the will to peace," Britain's Prime Minister Neville Chamberlain was given honorary Litt D June 20 by 12-year-old Reading University of which his late brother Austen was first Chancellor. Above, he admires Reading grapes

with Chancellor Sir Samuel Hoare (background) and Horticulture Professor Staughton. A week later the "will to peace" almost cost him his Prime Ministership when rebel M.P.s demanded the right to criticize British pusillanimity.



## Four days of hats at Ascot

Four successive days Princess Royal Mary and Marina, Duchess of Kent, rode together to Ascot June 14-17, not because of any peacock-and-daw friendship but because they ranked together among the King's home guests. Each day Marina, who specializes in Edwardian elegance, brought out a new hat, delighted all England, while Mary stuck to the same plain boater style.



FIRST DAY: AN EXPLOSION OF OSTRICH PLUMES



SECOND DAY: FEWER OSTRICH FEATHERS



THIRD DAY: THE FEATHERS DROOP, CHANGE SIDES



FOURTH DAY: SUDDEN CHANGE OF FACE TO TOQUE

## ROOSEVELT APPEARS IN THE SKY, THEN ON ROSTRUM WITH HIS WIFE



Like a kind of celestial annunciation, the visage of Franklin D. Roosevelt, laureled in stars and stripes, appeared over the Hudson River opposite Manhattan on the night of June 29. No portent but an advertisement for New Jersey's Palisades Amusement Park, the presidential face was projected onto low clouds from a small slide by a 60,000,000 candle-power lamp with telescopic lens. Next day Mr. Roosevelt in the flesh visited New York, delivered two addresses at New York's World's Fair Grounds. He was presented to one audience by Mrs. Roosevelt. Said the President: "I think it is the first time in my life that I have been introduced by my wife."



## CIRCUS STRIKE SENDS BIG SHOW HOME TO ITS WINTER QUARTERS



On June 24 John Ringling North, director of the Ringling Brothers and Barnum & Bailey Circus, warned performers and roustabouts they must accept a 25% cut if the show was to continue. Instead, the performers and roustabouts went on strike, thereby closing the show at Scranton, Pa. Local officials declared the idle circus a health hazard and ordered it to move on. When efforts at compromise failed, the remainder of the 1938 itinerary was canceled. Horses were shipped west to the circus farms in Indiana (*above*). Canvas tops came down (*below*) and the bulk of the show returned July 1 to winter quarters in Florida.



## ANTI-SEMITISM SMEARS STORE FRONTS IN OREGON AND BERLIN

WAKE UP AMERICANS!  
DO YOU WANT THIS?



Clean up America! Break the Red Plague!  
**BOYCOTT the JEW!**

**A**nti-Semitism, born of lazy Europeans' resentment toward industrious Jews, would seem an unlikely growth for transplanting to modern U. S. But on June 20 Anti-Semites in Oregon slapped on Portland's Jewish-owned stores the poster, above, which combines a hook-nosed Statue of Liberty holding the Communist hammer and sickle with a capitalistic, silk-hatted Jew. Its German Nazi model was smeared in tar on the night of June 19 over Berlin store fronts (below). Jude means Jew. Decent Germans were notably disgusted by the revived drive on Jews. Jewish businessmen in Vienna were forced to fire 30,000 Jewish employees on June 30.

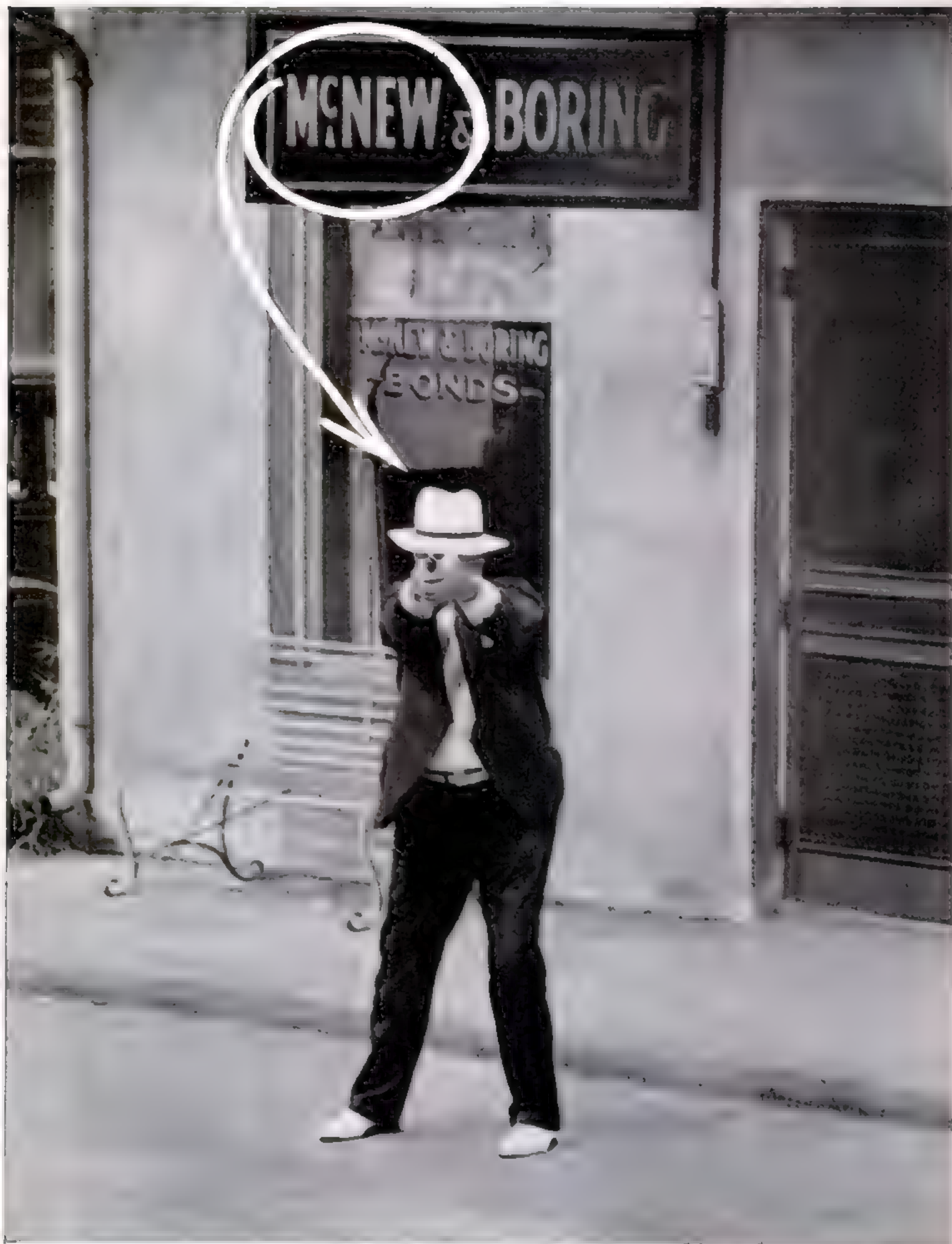


## NEW MEXICO'S GOVERNOR DIRECTS SEARCH FOR LOST MCCORMICK BOY



**O**n June 22 John Medill McCormick, 21, son of Mrs. Ruth Hanna McCormick Simms, left his mother's New Mexico ranch for a climb up jagged mile-high Sandia Peak. With him went Richard Whitmer, Princeton junior. In mid-afternoon storm clouds veiled the mountain. When they failed to return, search parties were formed by New Mexico's Gov. Clyde Tingley (above). Weary Mrs. Simms (below), presaging tragedy, begged newshawks not to photograph her son in death, offered herself as a subject. Next day searchers found Richard Whitmer's crushed body below a great crag. On July 1 they found that of John Medill McCormick.





ED McNEW, BAIL BONDSMAN OF KNOXVILLE, TENN., FIRES FOUR SHOTS STRAIGHT AT THE CAMERA OF NEWS PHOTOGRAPHER

## KNOXVILLE POLITICIAN TRIES TO KILL A NEWS PHOTOGRAPHER FOR TAKING HIS PICTURE

**O**n the opposite page you are looking into the muzzle of a revolver at the instant it is being fired at you point-blank. Behind the gun, clutching it in both angry hands, stands Ed McNew, Knoxville, Tenn., politician and bail bondsman. His bullets are aimed at Photographer Howard Jones of the *Knoxville Journal* whose camera took the picture.

Ed McNew hates the Knoxville papers and the men who work for them. For months the local press has decried his influence with police and judiciary. For months they have tried vainly to photograph him. In particular Ed McNew hates Howard Jones, for on the night of June 23 Jones resourcefully stole a picture of McNew seated before his bail bond office (right).

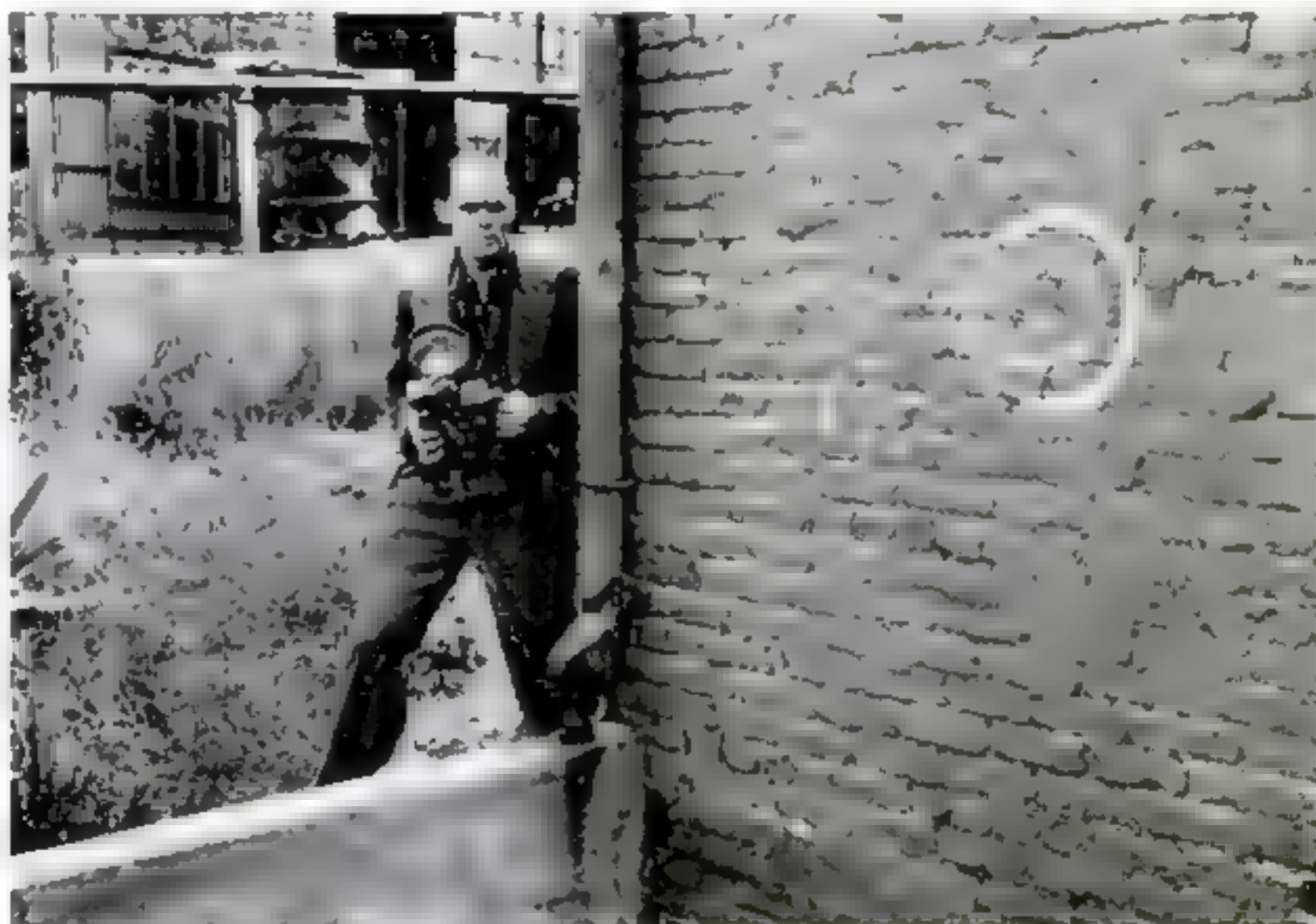
On June 25 Bondsman McNew came to court to answer a charge of driving while intoxicated. As he arrived at his office, across the street from the courthouse, Jones appeared around a corner, aimed his camera. Purple with rage, McNew whipped out his revolver, fired four times. While the shots whizzed past him, Jones composedly continued to click his camera. As police closed in, nervy Photographer Jones jeered: "If I couldn't shoot any better than that, I'd quit!"



This stolen shot of Ed McNew was flash-bulbed by Jones on the night of June 23 through the window of a cruising car.



A side view of the infuriated gunman was taken by Photographer Harold Davis of the *News-Sentinel*. Hidden in nearby window, Davis escaped McNew's eye.



Howard Jones, cameraman for the *Knoxville Journal*, photographed McNew from the corner of this building. Two of McNew's shots landed in wall as chalk marks indicate. Others missed by wider margins.



Disarmed, McNew was led away by police. He was arraigned on six counts, the most serious being felonious assault with intent to commit first degree murder. He promptly bailed himself out with \$6,250.

## BABIES OF THE RICH AND ROYAL, BABIES OF THE POOR AND PLAIN



### FIRST PEER'S FIRST

To Bernard Marmaduke Fitzalan-Howard, Duke of Norfolk, Premier Peer of British Realm, was born June 12 a first child, a daughter. The camera caught this honorable babe ten days later when she was wheeled out in Belgrave Square, where Britain's noblest babies are aired.

### THE MOST FAMOUS BABY OF THE LONDON SEASON

Sensation of the late London season was the picture at right. For days, high society buzzed with delight at the tale of 2-year-old Peter Jackson, who loves parades. His jobless father took him to the Horse Guards Parade to watch the Mounting of the Guard. Slipping free, Peter dashed out on the grounds. Down the line he marched, the very model of a military man except that he carried his toy rifle on the wrong shoulder. Suddenly Peter piped an order, became frightened at the sound of his own voice, dashed tearfully back to papa.



### THE LAGGARD TWIN OF TOBERMORY



Mrs. Leslie Gosling of Tobermory, Ont., expecting a child on June 27, surprised her husband by giving birth to a daughter June 9. Four days later she surprised him again by bearing another daughter. Mr. Gosling pulled himself together, posed with his strange but healthy twins.

### A CROONER'S BROOD



This is the family of "Bing" Crosby, crooner, photographed for the first time since its new member, Lindsay, was born four months ago. Gary, 5, who appears in Bing's latest picture, is between his mother and father. The 4-year-old twins, Philip and Dennis, are at right.



### JAPANESE ROYALTY IN A PARK



Akihito, 4-year-old Crown Prince of Japan, is somewhat spoiled. His court companion took him to see the ducks in a Tokyo park. Akihito looked elsewhere.

### ECONOMIC ROYALTY IN A GARDEN



Lance Hargwitz-Reventlow, 2, played in his garden at Regent's Park, London, while a cameraman sneaked this picture and his mother, Barbara Hutton, quarreled bitterly with his father.

### DUTCH FAMILY ALBUM



Princess Beatrix of Holland sucks her thumb while her grandmothers, Queen Wilhelmina (left) and Princess Amgard, burst with beaming and Princess Juliana (center) contains her pride.

## TWO AMERICAN SURVIVORS OF THE WAR IN CHINA GET THEIR REWARD



**Commander of the Panay,** U. S. gunboat, captured in the Yangtze by Japanese planes on Dec. 12, was Lieut. Commander James J. Hughes who landed ashore Jan. 24 at San Francisco to meet war and navy, got a letter of appreciation on July 4 from Secretary of Navy Swanson.



**Navy Crosses,** Navy's highest decoration, were given on July 4 to 24 of the *Panay* crew who set a model of cool courage under fire. Among them, Lieut. Hodge, commander of gunboat, and First Class, gets his from Assistant Navy Secretary Edson at Washington's Naval Hospital.

THEir names are listed in the Navy's official report on the attack.



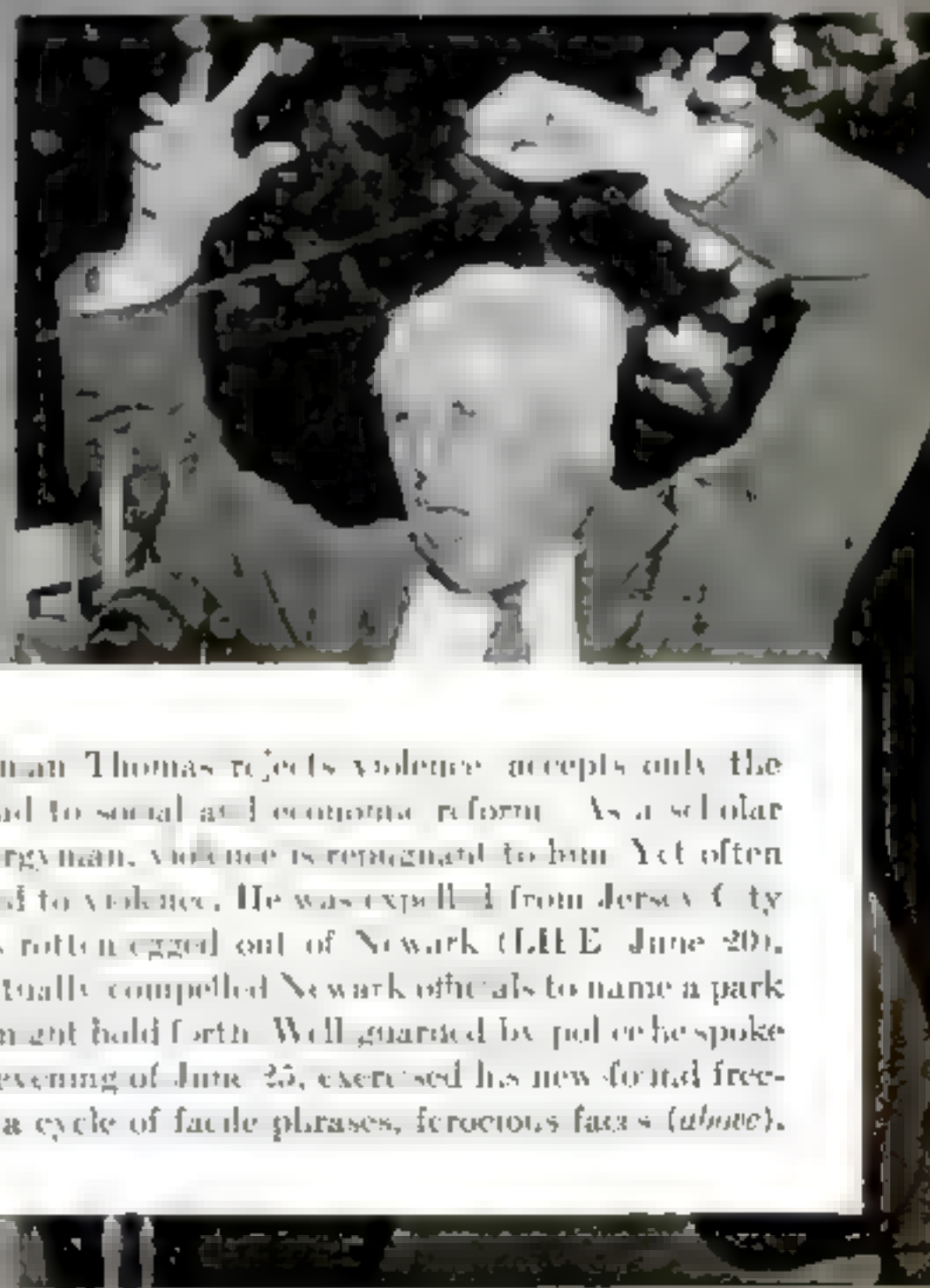
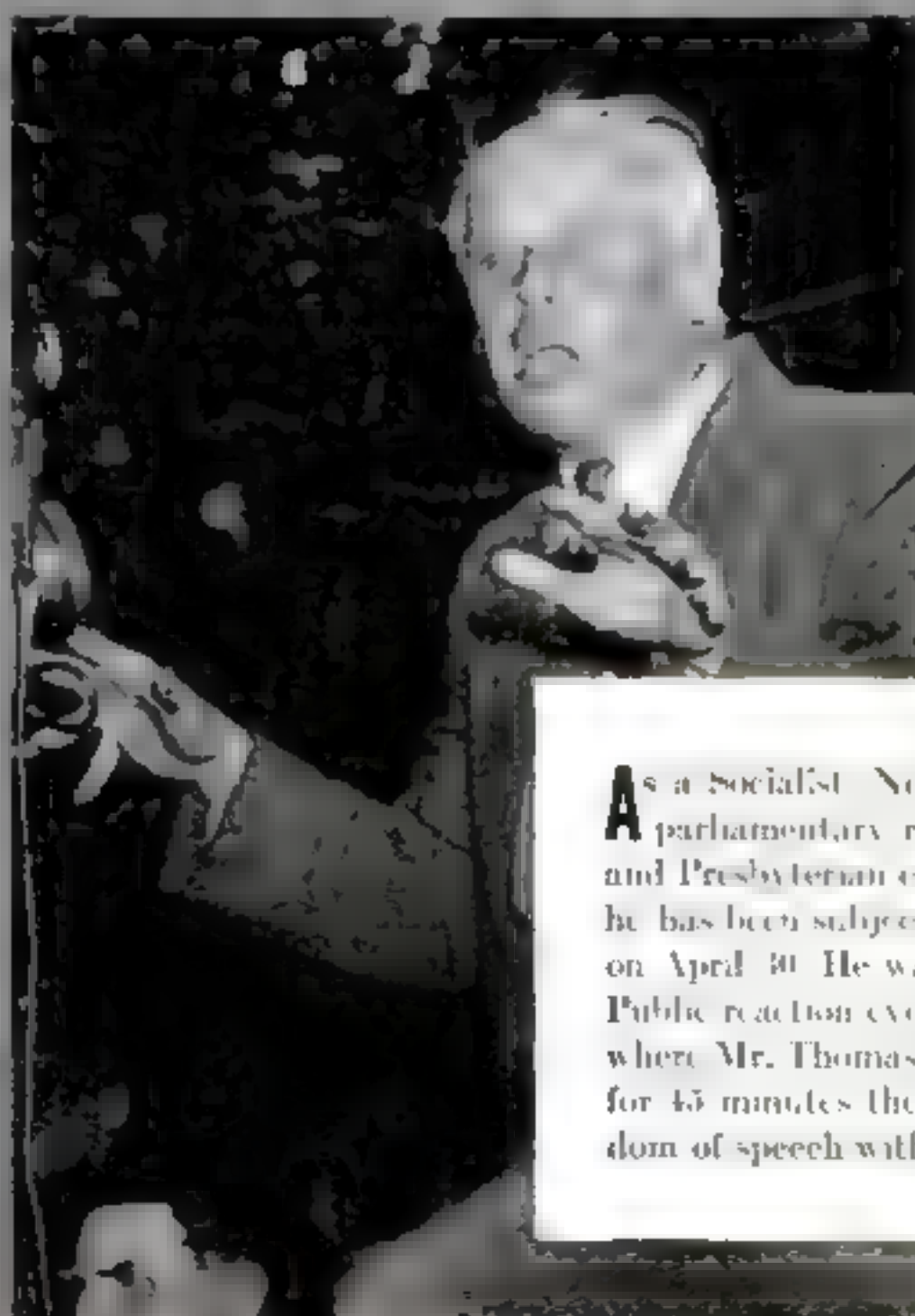
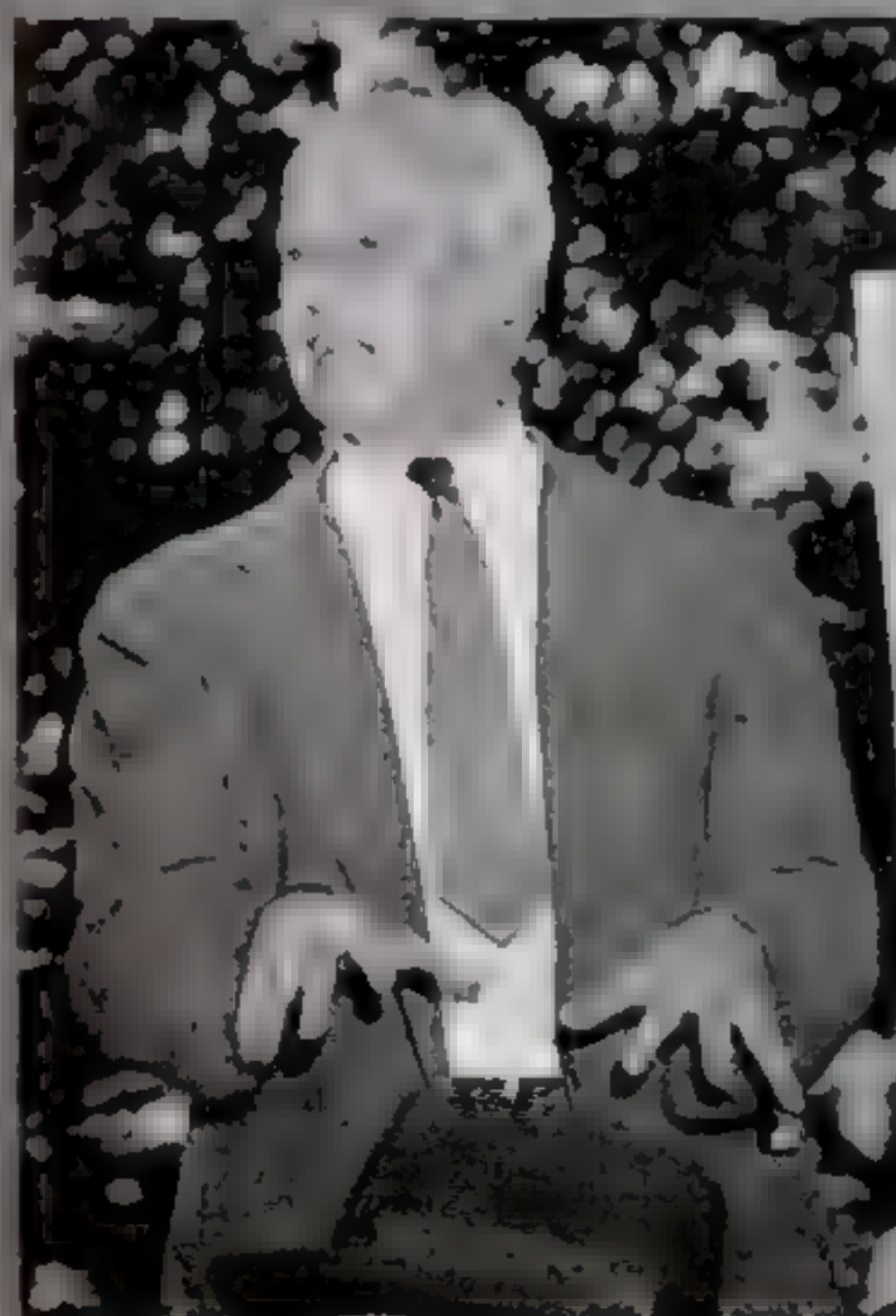
## SPANISH REBELS GRIN AT CAPTURE OF LOYALIST ARMORED CAR WITH CORPSE



An incident of the bitter fighting before Spanish Rebels took the town of Castellon June 18 was the capture of this Loyalist armored car and driver. Going into battle, the Loyalist was shaken dizzy by the machine's terrible vibration and suffocated by its bad air.

Then an anti-tank gun shell pierced his car's armor, exploded its gasoline and shells and, to the obvious satisfaction of the Rebels who found him inside, burned him to a black crisp. Notice that the headlight (left) has been shattered, the front tire blown off the rim.

## NOT DEAD IN THIS CITY — NORMAN THOMAS



**A**s a Socialist, Norman Thomas rejects violence, accepts only the parliamentary road to social and economic reform. As a scholar and Presbyterian clergyman, violence is repugnant to him. Yet often he has been subjected to violence. He was expelled from Jersey City on April 30. He was rotten egged out of Newark (LEE June 20). Public reaction eventually compelled Newark officials to name a park where Mr. Thomas might hold forth. Well guarded by police he spoke for 45 minutes the evening of June 25, exercised his new found freedom of speech with a cycle of facile phrases, ferocious fairs (above).

## CROWN PRINCE



In Swedish blue pajamas, doggedly reading James Truslow Adams' *Epic of America*, Gustaf Adolf lay ill with kidney trouble as he received reporters in his cabin on the *Kungsholm*.



UPRIGHT IN THE RAIN, PRINCE BERTIL RIDES THROUGH WILMINGTON STREETS

## SWEDES CELEBRATE 300 YEARS IN AMERICA

In 1638, when Sweden under Queen Christina was one of the greatest powers in Europe, a party of Swedish and Finnish emigrants sailed on the *Kalmar Nyckel*. Landing on the rocks at what is now Wilmington, Del., they founded New Sweden, a colony that embraced Delaware, New Jersey and much of Pennsylvania.

In Wilmington, in a driving rain, the 300th Anniversary of this landing was celebrated on June 27, with the dedication of a black granite column by Swedish Sculptor Carl Milles. Crown Prince Gustaf Adolf, who was to have made the presentation, lay aboard the liner *Kungsholm*, painfully ill with renal colic. Though suffering with water on the knee, his third son Prince Bertil took his place.

## CROWN PRINCESS



Brillish, like the Crown Prince's first wife, the former Lady Louise Mountbatten is Queen Victoria's great-granddaughter. Social-minded, she has been called Sweden's "Mrs. Roosevelt."



Like Swedish sardines, Finns and Swedes packed this boat to watch the dedication of Wilmington's column.



In Philadelphia on June 29 the Royal Swedes ate deviled crab at this rake-shaped table in the Art Museum.

## CROWN PRINCE'S SON



A naval attaché now on leave from Sweden's Paris legation, Prince Bertil, 26, got his first big chance to represent his ailing father at public functions in Wilmington and Philadelphia.



Swedish exercises were performed by pretty girls on the grounds of Philadelphia's Swedish Historical Museum, whose cornerstone the Crown Prince laid in 1926. The royal party tours the U.S. until July 22.

# LIFE

## LOOKS BACK

### 76 YEARS TO "ALICE IN WONDERLAND'S" FIRST AUDIENCE

On the afternoon of July 4, 1862, Charles L. Dodgson (right), a mathematics tutor at Oxford who wrote essays under the name of Lewis Carroll, told a fairy tale to three little daughters of Henry G. Liddell, dean of Christ Church College. Later he wrote the story out and gave it for Christmas to one of them, 10-year-old Alice (below). In 1865 it was published under the title *Alice's Adventures in Wonderland*. Currently it sells 1,000 copies per week in the U.S. An amateur photographer, Carroll who died in 1898 took both his own picture and the one of Alice on this page. Mrs. Rigmold Gervis Hargreaves after her marriage. Alice late in life sold her famous friend's manuscript for \$74,000. Alice died in 1934 at 82.



A distinguished essayist has this to say about *Schlitz*

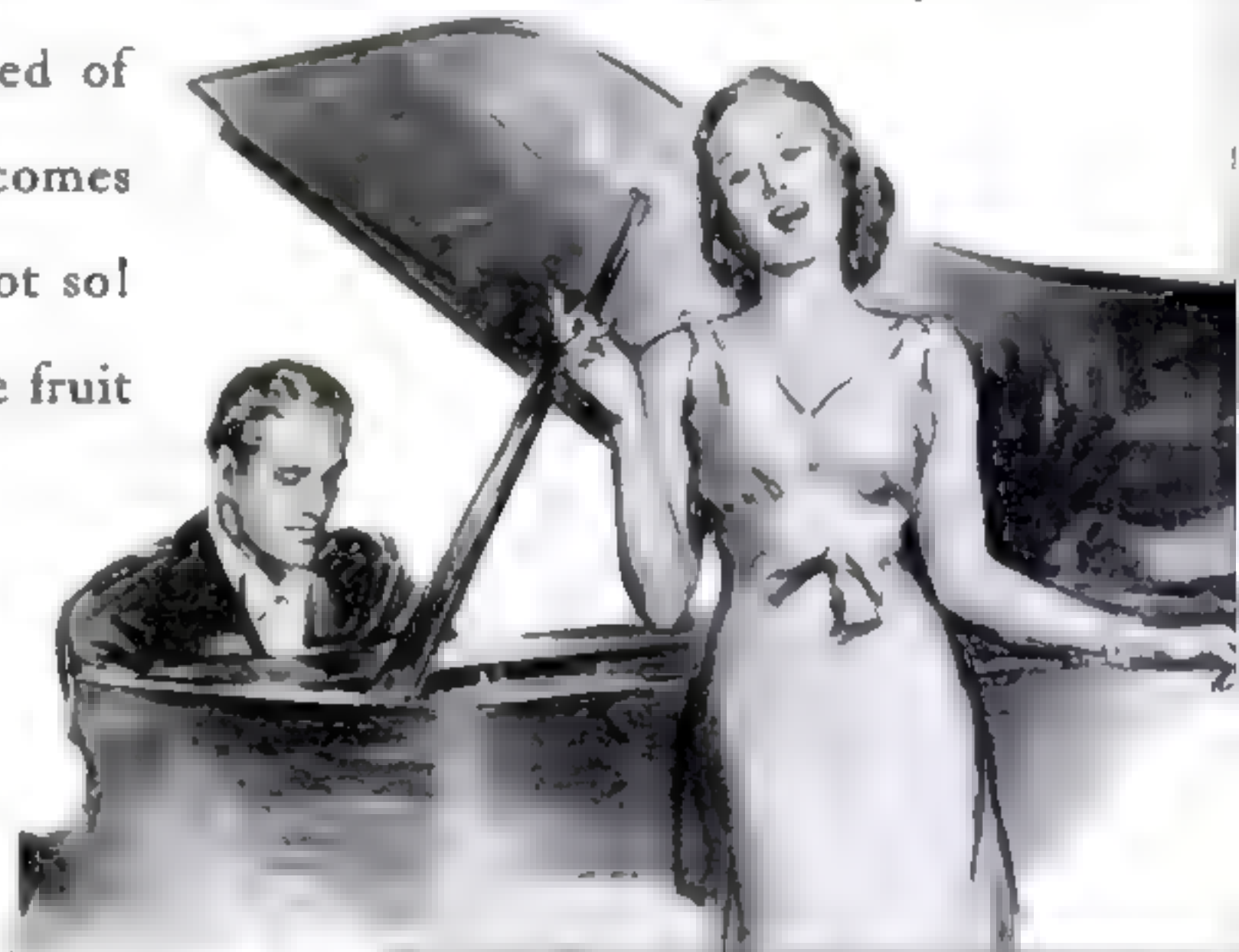


*Some things* make life not only bearable but

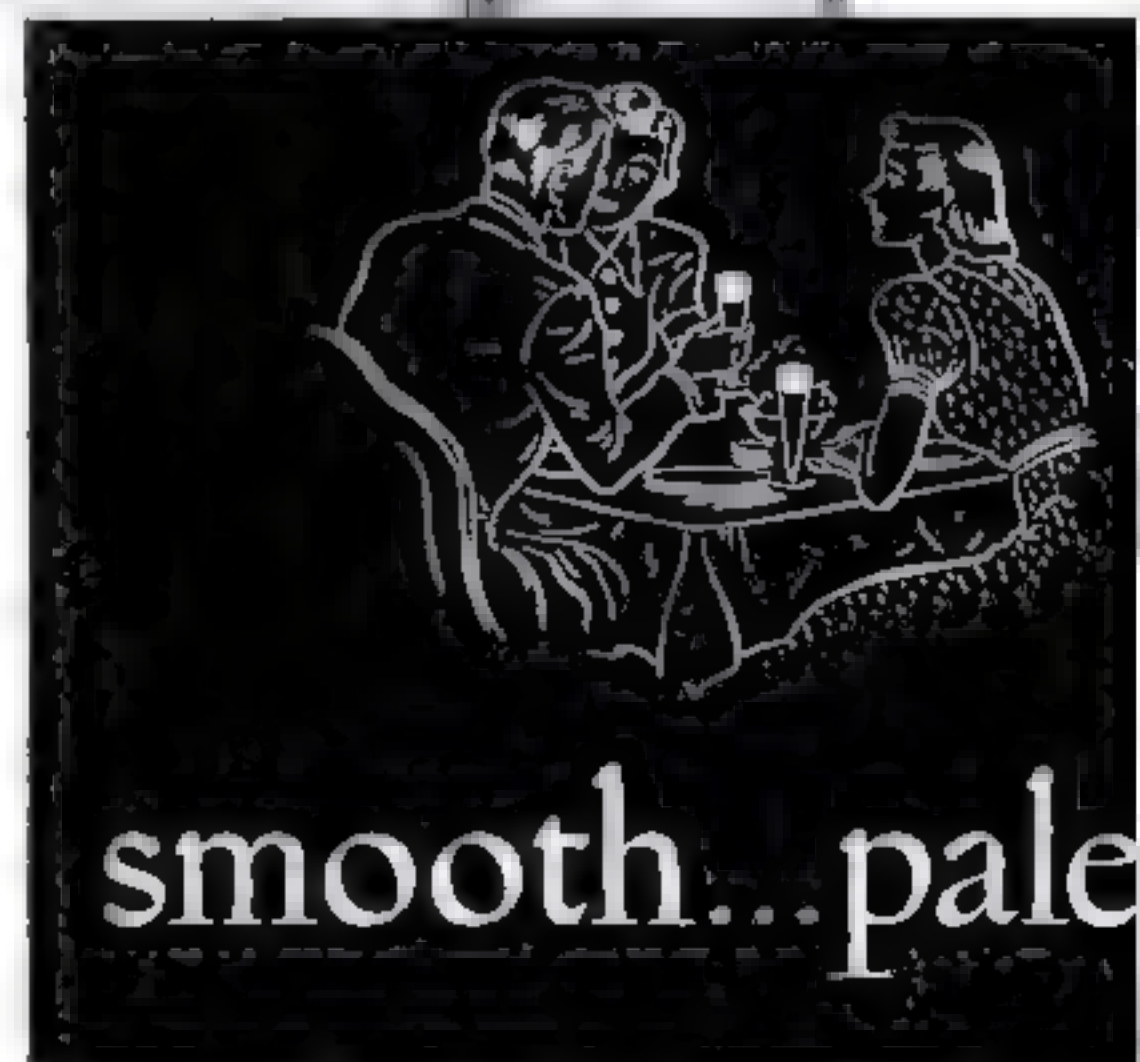
occasionally triumphant. They delight the senses and lift the spirit. *There is sunlight playing on the spray of a waterfall . . . a great city awakening at the break of a clear day . . . the sudden strike of a rainbow trout . . . the friendly laugh of a high-spirited woman . . . the tinkle of far-off bells . . . the crack of a player's bat just before the sphere soars away to the waiting bleachers—and then there is a pale beer that would have delighted Epicurus himself, who demanded the better things of life.*

Dull men, seeking to explain things, might say that this beer is made from grain, hops and water. As well say that a beautiful woman is composed of flesh and bones. Or that great piano music comes from steel wires and tusks of elephants. . . . Not so!

This most delightful beer is compounded of the fruit of the fields which has grown heavy in the voluptuous sun and been fanned by the zephyrs in their seasons, and freshets of water drawn from places that are deep and pure. Such beer is as clear as the honey made from mountain flowers, but it is not sweet. Nor is it bitter. It is smooth, pale, dry. Its collar is a necklace of fine froth. Its weight is as nothing. It rests as easily as a lullaby. And yet it has tang and flavor. It sharpens the taste and soothes the memory. We are, of course, speaking of SCHLITZ!



*Schlitz is a perfect appetizer before meals—and just as delightfully drinkable during the meal because it is hearty, without being heavy. No refrigerator is complete unless it has a supply of this great table beer.*



*History  
repeats itself!*

# The Beer that made Milwaukee famous

*is making history today!*



Copyright 1938  
JOS. SCHLITZ BREWING COMPANY  
MILWAUKEE, WISCONSIN

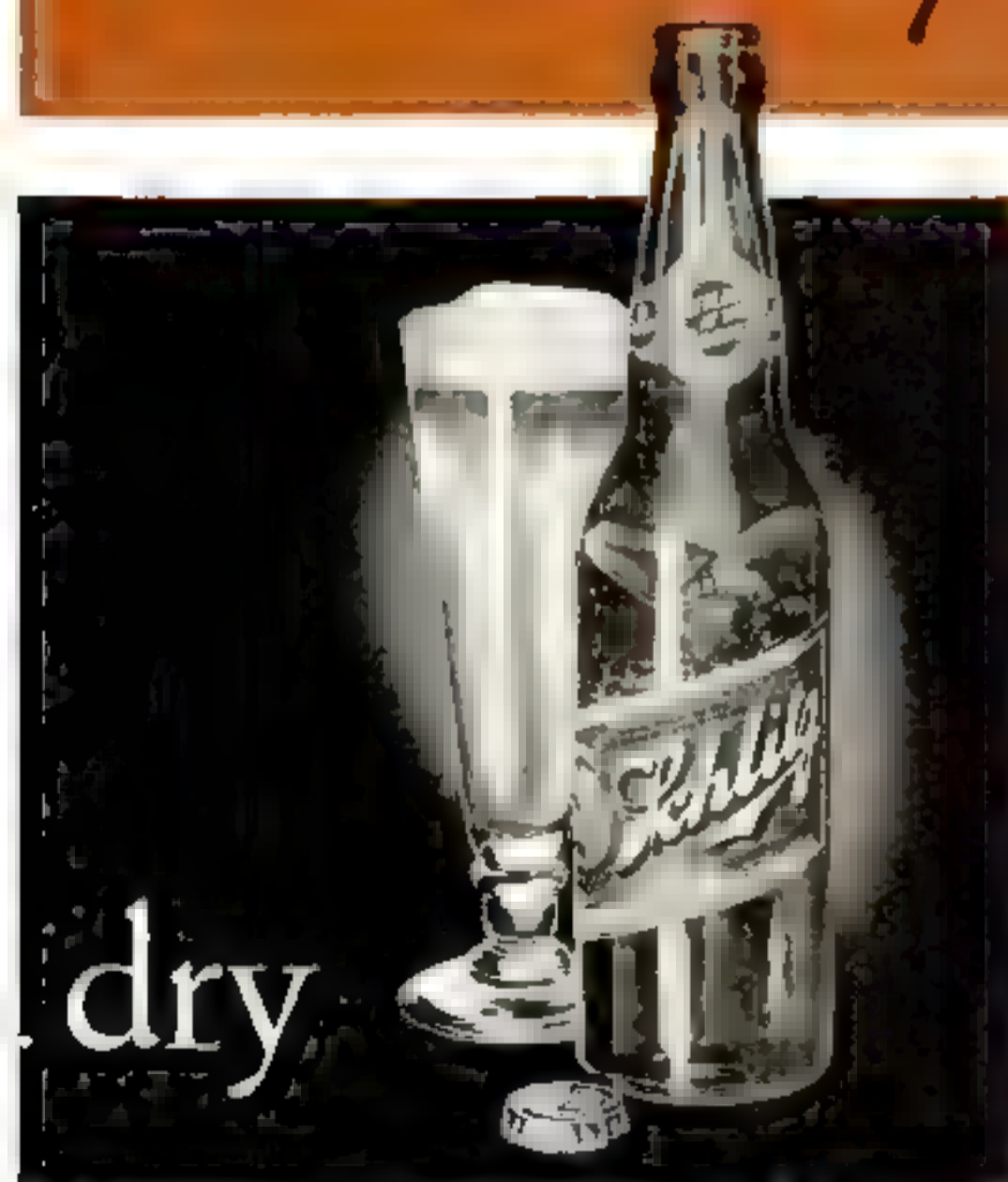


Everlastingly linked with the name SCHLITZ is one of the happiest slogans that ever grew out of a fact. You heard it years ago. Your father and grandfather heard it before you. It's "The Beer that made Milwaukee Famous." The name SCHLITZ has stood for the *best* in beer for almost a century.

SCHLITZ is perfectly brewed to the modern taste. It's a wondrously pale beer, luminous and excitingly transparent—appetizingly dry—affably smooth.

And true to character, SCHLITZ is abundantly rich in old-time beer flavor, and deeply satisfying as real beer should be.

That's why we say—*The Beer that made Milwaukee Famous* is making history today!



taste



today!....and you'll prefer Schlitz *always*

# Did you ever notice how Sir Thomas signed his name?

REMEMBER when Sir Thomas Lipton smiled at you regularly from the pages of your newspaper? And remember the captions under his pictures? "Sir Thomas, philanthropist . . ." "Sir Thomas, ambassador of good will . . ." "Sir Thomas, famed yachtsman . . ."

But—if you'll look on your package of Lipton's Tea, you'll see the title Sir Thomas himself was proudest of—Tea Planter, Ceylon. And with good reason . . .



1. Lipton played a very large part in bringing tea to Ceylon and in making Ceylon one of the greatest tea-growing spots in the world. Ceylon gardens are said to produce a more flavorful tea than any other place on earth!



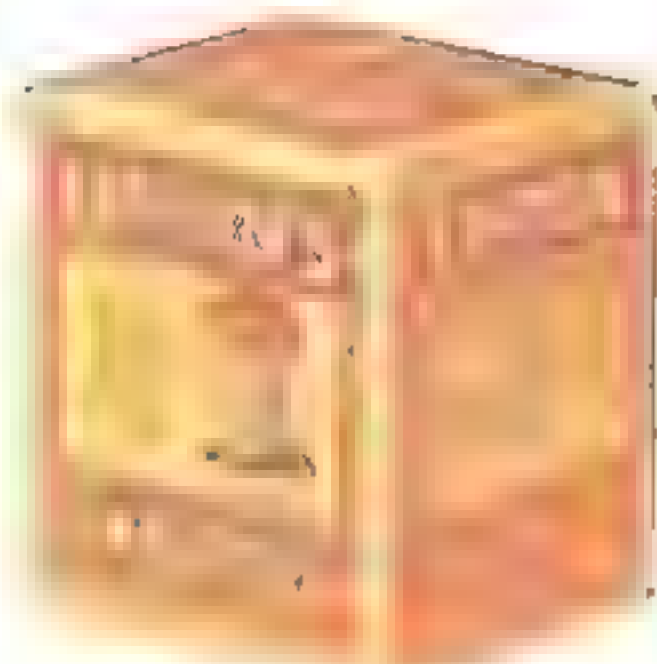
2. The Great Tea Exposition of Ceylon and India proclaimed the tea from Sir Thomas' own gardens the "Choicest Tea Crown." With this superb tea as a basis, he mixed the hearty blend that won top honors at five great World's Fairs! And Sir Thomas became "Tea Merchant By Appointment" to three Royal Families!

3. A tea with such a record deserves a trial by you. Brew a cup. Admire its rich amber color. Inhale its promising fragrance. Taste its incomparable flavor and you'll know immediately that here is the tea you've been looking for! You will understand why Lipton's stands so high in favor in America and six other great tea-loving nations.



## LIPTON'S TEA

4. And luckily, price is no barrier to your enjoyment of this paragon of teas. For tea—yes, even a tea as fine as Lipton's—costs less than any other beverage except water! Get a package of Lipton's Tea from your grocer today. Serve it to your grateful family tonight.





## KING GUSTAF OF SWEDEN

**At 80, Europe's senior King looks out on world's highest standard of living**

**T**he Swedes are now putting on the show of their lives to demonstrate how glad they are to have this tall, calm, wise man for their king. On June 16 he celebrated his 80th birthday. Gustaf Adolf V, King of the Goths and Wends, great-grandson of the founder of his dynasty, is more completely king by the will of his people than any other monarch in Europe. At 80, he plays tournament tennis, is a crack shot, does fine embroidery, drinks no hard liquor or coffee and spends more time outdoors at hard exercise than any other ruler in the world.

Gustaf is a modern, streamlined king. He himself abolished the rite

of coronation. He let his right to choose Cabinet ministers lapse. He put his prestige tactfully behind Sweden's first Labor Cabinet. He encouraged the Swedes to develop the most advanced social laws and the highest standard of living in the world. Today even the Communists of Paris cheer him on his way to his winter tennis on the Riviera.

But Sweden is supremely a democracy, a land of private initiative, a society midway between rampant capitalism and iron socialism. And its king is not even a Swede. His great-grandfather was Napoleon's Marshal Bernadotte, the son of a lawyer from Béarn in the Pyrenees.

# SWEDEN HAS FOUND THE WAY TO MAKE CAPITALISM SERVE THE PEOPLE



President Roosevelt lately discovered that his New Deal is already functioning happily somewhere else in the world—in Sweden. On June 28, fresh from accepting a monument to Delaware's Swedish settlers from a prince of Sweden, he told reporters that he was studying the example of Sweden. He had already sent a commission abroad to have a look at Swedish Labor and had somewhere in his office a two-year-old survey of the Swedish co-operatives. Americans who want to know about their future may well look hard at Sweden.



Sweden has about the area (170,000 sq. mi.) and population (6,000,000) of California. Snowed under four months of the year, it is mostly forests and lakes. But the supposedly dull, crude, square-headed Swedes have made a superbly sane, smooth-working civilization under the roof of muddled, tortured Europe. Here smart

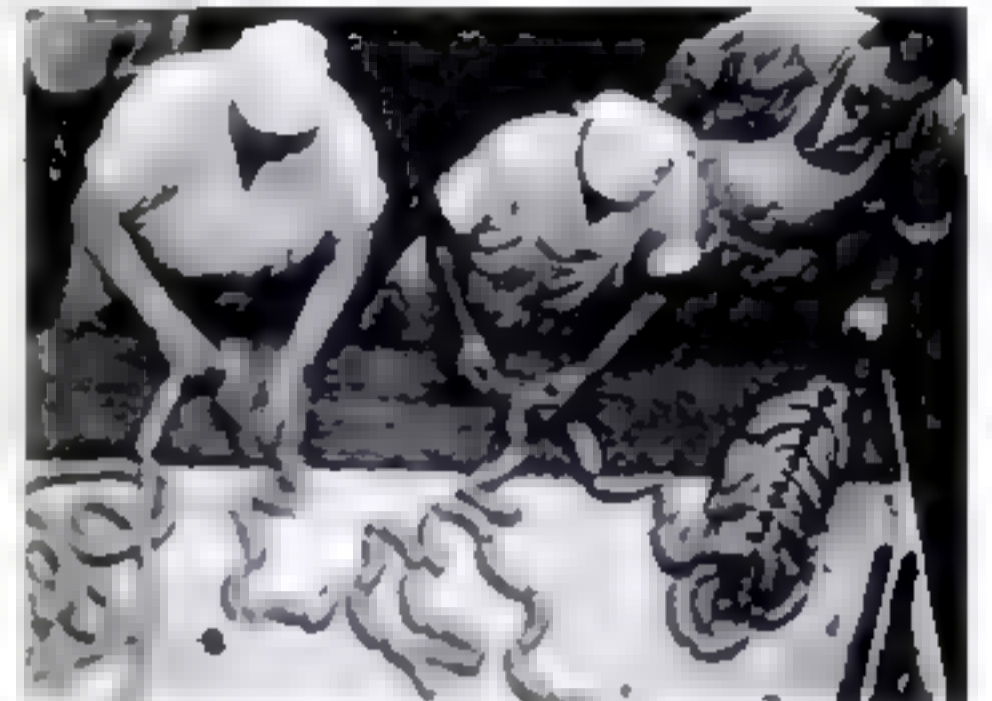
American tourists are now swarming, wary of war-scarey Great Powers to the south. The exchange rate is good. They buy Swedish silver, glass and pottery, take the Göta Canal trip (below). But what Sweden has done for itself is best told in Marquis Childs's book, *Sweden: The Middle Way* (below, left).

**Co-operatives.** The most spectacular fact about the Swedish people is the ordinary citizen's stubborn determination to get the good things of life at a reasonable price. When in the early 20th Century Swedish Big Business moved to concentrate its wealth and grab more profits, these ordinary citizens



CO-OPERATIVE FLATS, STORES, OFFICES

banded together in co-operatives that produced goods "for use instead of profit." When they began producing margarine, flour, galoshes, electric-light bulbs, sausages (above, right), tires, shoes, and selling them cheap to themselves, Big Business tried in vain to destroy them with price wars. The co-operative saves money on advertising and distribution costs. Swedish Big Business, generally more liberal-minded than American Big Business, called a truce and now



SAUSAGE-MAKING IN KONSUM CO-OPERATIVE

competes amicably with the co-operatives. The reason was that Swedish Big Business realized that Sweden was prosperous, not when its profits were big but when its people were consuming and using its goods to the full. Today one-third of Sweden's families belong to the co-operatives which do one-fifth of all the retail trade in foods.

All this differed from American New Dealism in that the Government did not effect these reforms but the massed citizenry did it in person. The Govern-



UPSALA UNIVERSITY CO-ED GETS TOSSED

ment helped where possible, on the Swedish principle that the consumer has rights fully equal to those of either Capital or Labor. The co-operatives are merely a mass version of private initiative, competing with individual initiative and managed by some of the ablest businessmen in Sweden. At the same time the Government runs one-third of the railroads, owns one-fifth of the forests, one-third of the power, leases iron, copper and gold mines to private companies. Both Government and co-operatives tell Capital, by precept and example, what is a just price. But it is still Capitalism, not Fascism nor Communism.

**The Swede.** What really makes it work is the Swedish character. The Swede does not get excited



TOURIST STEAMER ARIADNE ENTERS GÖTA CANAL LOCK (SEE MAP) ON WAY TO GÖTEBORG



The opening of Parliament (Riksdag) is watched by ladies of the court in court dress with luttice-work puffed sleeves. On the extreme left are the wives of Prime Minister Hans-

son and able Foreign Minister Sandler. The pretty-faced woman (center) with longest surplice collar, is the wife of Marshal of the Realm Wennersten. The front row of men,

from left: Prince Oscar Bernadotte, the late Prime Minister Lindman, ex-Foreign Minister Hellner and (just right of attendant) Sweden's richest man, Marcus Wallenberg.

about abstract ideas and is not extraordinarily inventive, but he knows how to make himself comfortable under difficulties. He likes things that are good for him. He is so candid about his envy of the more fortunate that he speaks of "the royal Swedish jealousy." But there are few very rich, few very poor in Sweden. The Swede is singularly unprudent about sex. He does not save. But he stubbornly wants his rights in cash, not credit.

**Peace.** Sweden, moreover, has had 125 years of absolute quiet. At the very moment that King Gustaf's French ancestor was called to the throne of Sweden, the Swedes found themselves completely exhausted by 200 years of war, fought mostly outside Sweden. Since 1814 they have not fought again. During most of the last century they were a rural

backwater of Europe. Industrial civilization began to reach them in the 1880s under King Oscar II. Then they started to make use of it fast.

Unions developed and by 1906 all employers had accepted the principle of collective bargaining. Just then Norway seceded from Sweden. But King Oscar also accepted the principle of collective bargaining in foreign affairs and staved off war. In 1909 Labor called a general strike that failed. In 1914 King Gustaf, following his father's example, kept not only Sweden but all the Scandinavian nations out of the World War, despite the pressure of his German wife's German friends. Labor made an amazing comeback and in 1917 took over the Government. Gustaf led the aristocrats in making the best of it.

**Prosperity.** The really rapid advance has come since the War. Sweden set up a kind of WPA for unemployed, avoided any dole or direct relief, adopted a managed currency to keep the cost of living stable, restricted child labor. Its law courts needed no simplification for all its law fits into one handy volume. Today Swedes have the world's highest standard of living, electricity in 75% of their kitchens and on 60% of their farms. Everybody gets old-age and sickness pensions. There is no adult illiteracy, no slums and very little serious crime or venereal disease. Probably the greatest cheap-housing developments in the world are to be found around Stockholm. A 20th Century boom in the arts is symbolized by the superb Town Hall (right), just north of Stockholm's central island. A kind of Prohibition that almost works gives the Government the monopoly on hard liquor, supervises the way citizens may use it.

Two facts that have nothing to do with reforms have much to do with Sweden's current prosperity. One is timber, exported primarily to England. The other is the great Bofors munition works (below, left) of the late Peacemaker Alfred Nobel which sells its fine guns, especially anti-aircraft, to all the nations of Europe. Bofors supplied Germany during the World War. Scandinavia's precious neutrality probably means that it would do so again in the next war.



BOFORS WORKMEN TEST ANTI AIRCRAFT GUN



STOCKHOLM'S TOWN HALL AND SAILBOATS

CONTINUED ON NEXT PAGE



# STOCKHOLM

Looking due north across the "Venice of the North," where sailboats are common as taxis, you see above the original island, No. 1, on which the current in Lake Malar washes the original log or *stock* that gave Stockholm its name. The hollow squares on the





island's north shore are the Parliament and the National Palace. The view below shows a group of these fronts visible on the island's south shore. North of the island is the business section, visibly flanked on the left by railway tracks

and on the right by the high shore line buildings of the swank residential section. Here are most of the hotels and theaters. On island No. 2 is the Navy Yard and on island No. 3 Skansen, Stockholm's playground. In center foreground is General Motors

plant. The way to the sea is off to the right. The statue in the Charles XIV Square (below) is of the French marshal who founded the Bernadotte dynasty. The workers' suburb of Stockholm (above) is a typical example of Government subsidized housing.



# KING GUSTAF LIVED HIS FIRST 49 YEARS IN HIS BRILLIANT FATHER'S SHADOW



**1** Gustaf, the first-born son of dominating King Oscar II, was put into this flimsy cradle used by Swedish royal heirs since 1655, just 80 years ago



**2** At 6, Gustaf (standing beside Brothers Oscar and Carl) had had scarlet fever and pneumonia.



**3** At 10, he was Sweden's first prince to be sent away to Stockholm's aristocratic Beskow Day School.



**4** At 20, he fell in love with German Princess Victoria.



**5** At 25, he was a bearded colonel of the Crown Prince's Hussars.



**6** Oscar II holds his great-grandson. Left, Crown Prince Gustaf, right, Heir Apparent.



**7** King Gustaf, with Son Wilhelm and Oscar's same great-grandson, went to London in 1929 for Crown Prince's second marriage.



**8** The whole Swedish royal family. Center: Gustaf and his queen. Back row (right) Brothers Carl and Eo-

gen, Sons Gustaf, Erik (now dead), Wilhelm. Crown Prince Gustaf's eldest son Gustav, is at extreme left.



**9** Queen Victoria died in 1900 in Rome of bronchial trouble. This is her funeral procession from her villa. Notice the Italian Fascist salutes.



**10** At 75, Gustaf began to have real fun. Veuve Clicquot in Sweden is \$2 a bottle.



**11** A first-class tennis player, Sweden's King poses with Champion Suzanne Lenglen.



**12** He hunts moose, elk, boar in the vast forests of Sweden, is a crack rifle shot.



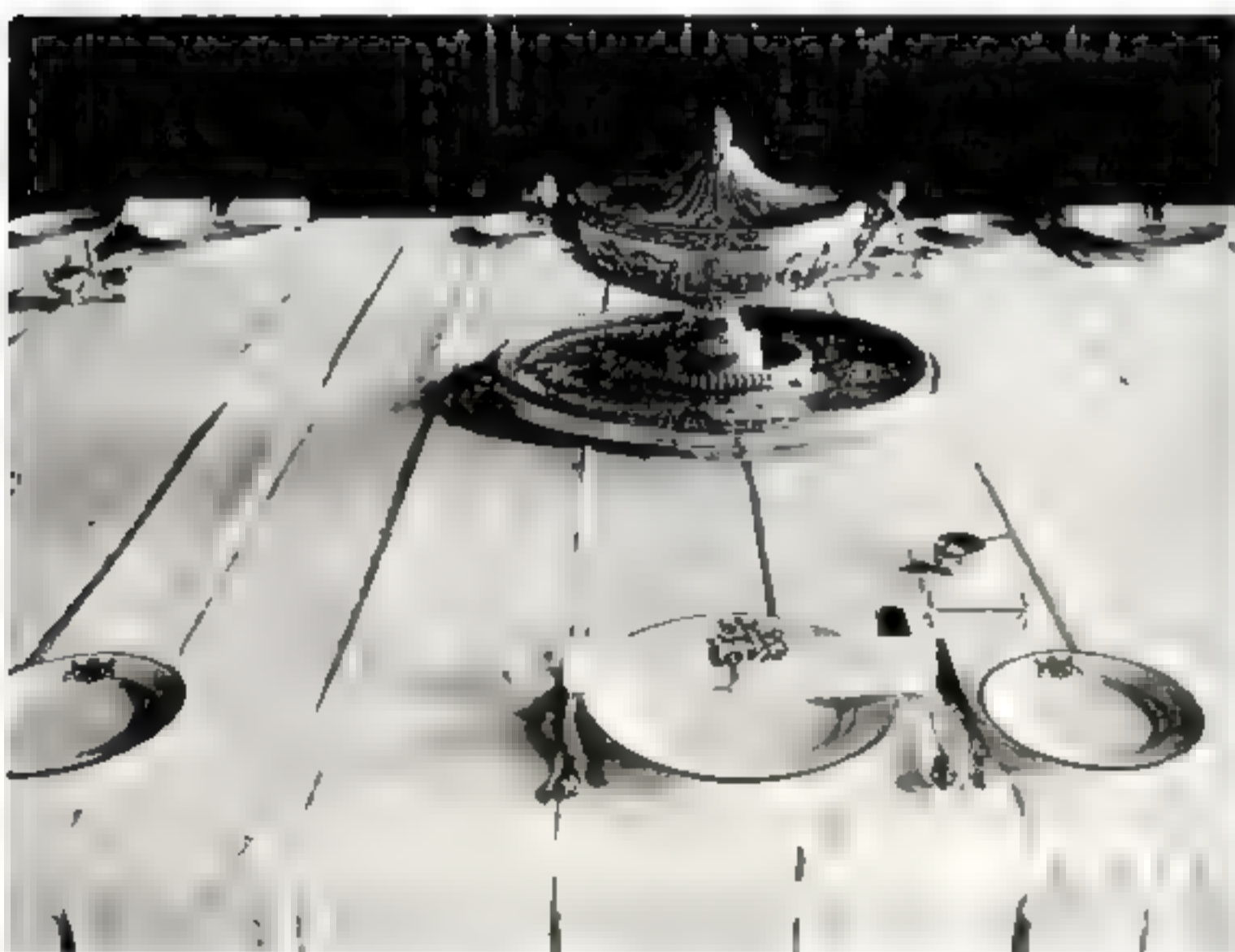
**13** Favorite bridge partner is shrewd Prime Minister Per Albin Hansson.



**14** His Majesty's palace is a vast stone square on Stockholm's central island. It was built in the 17th Century. Right in front of the royal palace the fishermen drop their nets for smelt.



**15** The throne room of the palace is hung with 17th Century tapestries. Gustaf plays down royal pomp, rarely uses this room except for opening of Parliaments.



**16** Gustaf's place at the table is marked by the king's monogram, two intertwined Gs, holding his napkin. The arms are Sweden's. Gustaf uses the first Bernadotte's eggcup.



**17** Sample of King Gustaf's embroidery is this crude, typically Swedish design, on exhibition.



**18** His crown prince, overshadowed by his father, is a fine scholar.

# Germany's Greatest Painters in America

LIFE HEREWITH PRESENTS NOTABLE EXAMPLES FROM U.S. COLLECTIONS

OF THE 16th CENTURY SCHOOL IN GERMANY AS THE SIXTH OF A

SERIES SHOWING THE DEVELOPMENT OF PAINTING THROUGH THE AGES

Germany's golden age of painting was as brief as it was spectacular. Towards the close of the 15th Century, because their country was on the trade routes between Antwerp and Venice, Germans became increasingly curious and increasingly well-informed about Italian and Dutch art. In contrast to the warm sensuality of the Italian Renaissance, however, men like Dürer and the Holbeins and the Cranachs painted cold, analytical, photographic, beautifully precise pictures that often have a gravely innocent quality. Famous for their portraits, these artists were engravers as well as painters.

Widely traveled but with an old-fashioned artist's disregard

for political matters, this scant handful of first-string German artists managed to survive moderately unmolested through a period of violent religious and secular upheaval. Thus Cranach the Elder, a Lutheran, remained a good friend of the Cardinal of Mainz, while Holbein the Younger, who spent most of his life in England, was appointed court painter by Henry VIII about the time that English King executed Sir Thomas More.

With the Peace of Augsburg in 1555, a dozen years after Holbein's death, the Reformation, which frowned on art and encouraged the destruction of countless pictures, sent serious German painting, never again equaled, into a 300-year decline.



*Albrecht Dürer (1471-1528)*

Foremost German artist of the time, Dürer was born in Nürnberg, second of 18 children in the family of a Hungarian goldsmith. Although his father was not pleased with his artistic ambitions the boy was apprenticed to a painter at 15. In his early twenties he worked in Switzerland and in Venice where he recorded in his diary, with some surprise, "Here I am somebody, while at home I am counted a parasite." Back in Germany, he turned out paintings, drawings and engravings which treated religious subjects with vigor and attention, and animals with thoughtful realism. Reformist in sympathy, he placed the Pope and Cardinals among the wicked in one of his engravings. When he died, Martin Luther wrote of him "Christ gave him grace, and has removed him happily from among the present tempests."



*Lucas Cranach the Elder (1472-1553)*

Son of one painter and father of three others, Cranach took his name from the town in Franconia in which he was born. Much-traveled like other German painters of his day, he lived at various times in Vienna, Innsbruck, Augsburg, Wittenberg and Weimar. Court-painter to the Elector of Saxony, he made money on the side as a book printer and seller and as an apothecary. He was a great friend of Dürer whose admiration for Luther he shared. He painted the latter frequently. In his thirties he went to Luther's city, Wittenberg, of which he became burgomaster at the age of 65. More pagan in his painting than Dürer, he did nudes with a candid delight more delicate than sensuous. Many "Cranachs" cannot be attributed to Cranach alone but are the composite work of himself and his sons.



## Lucas Cranach the Elder

**C**ardinal Albrecht as Saint Hieronymus shows this Prince of the Church who was a friend of Cranach's in the guise of the famous animal-loving Saint Jerome. The fanciful menagerie includes the

lion which usually appears in paintings depicting St. Jerome translating the Scriptures. Note Cardinal's hat in foreground. This lively picture appropriately belongs to the Ringling Museum in Florida.



*Hans Holbein the Younger*

The self-portrait by Hans Holbein at right, reproduced exact size, is worth something like \$5,000 a square inch. Reputedly held for more than \$100,000, it was recently sold for an unrevealed sum by E. & A. Silberman of New York to Dr. G. H. A. Clowes of Indianapolis. The artist painted it on a board in 1532 in London to send to his family in Switzerland. A year later he died of the plague.

*Albrecht Dürer*

*Madonna and Child with Saint Anne*, painted in 1510, was inherited by New York's Metropolitan Museum of Art from Benjamin Altman. It belonged for a long time to the royal family of Bavaria. Pyramidal in arrangement, it shows Saint Anne resting her left hand on the Virgin's shoulder. Like most Dürers, it has a camera-like quality and depicts every hair and wrinkle realistically.





MARIE ANTOINETTE, QUEEN OF FRANCE, TRIPS DOWN THE STEPS OF A MOONLIT VERSAILLES-IN-HOLLYWOOD

## MOVIE OF THE WEEK:

*Marie Antoinette*

## Norma Shearer appears in \$1,800,000 spectacle

With an air of pleased surprise Metro-Goldwyn-Mayer, the richest movie company, has announced that its latest super-production, *Marie Antoinette*, cost "only \$1,800,000." For this achievement in economy the company credits its lightning director W. S. ("Woody") Van Dyke, the man who shot *The Thin Man* in 17 days.

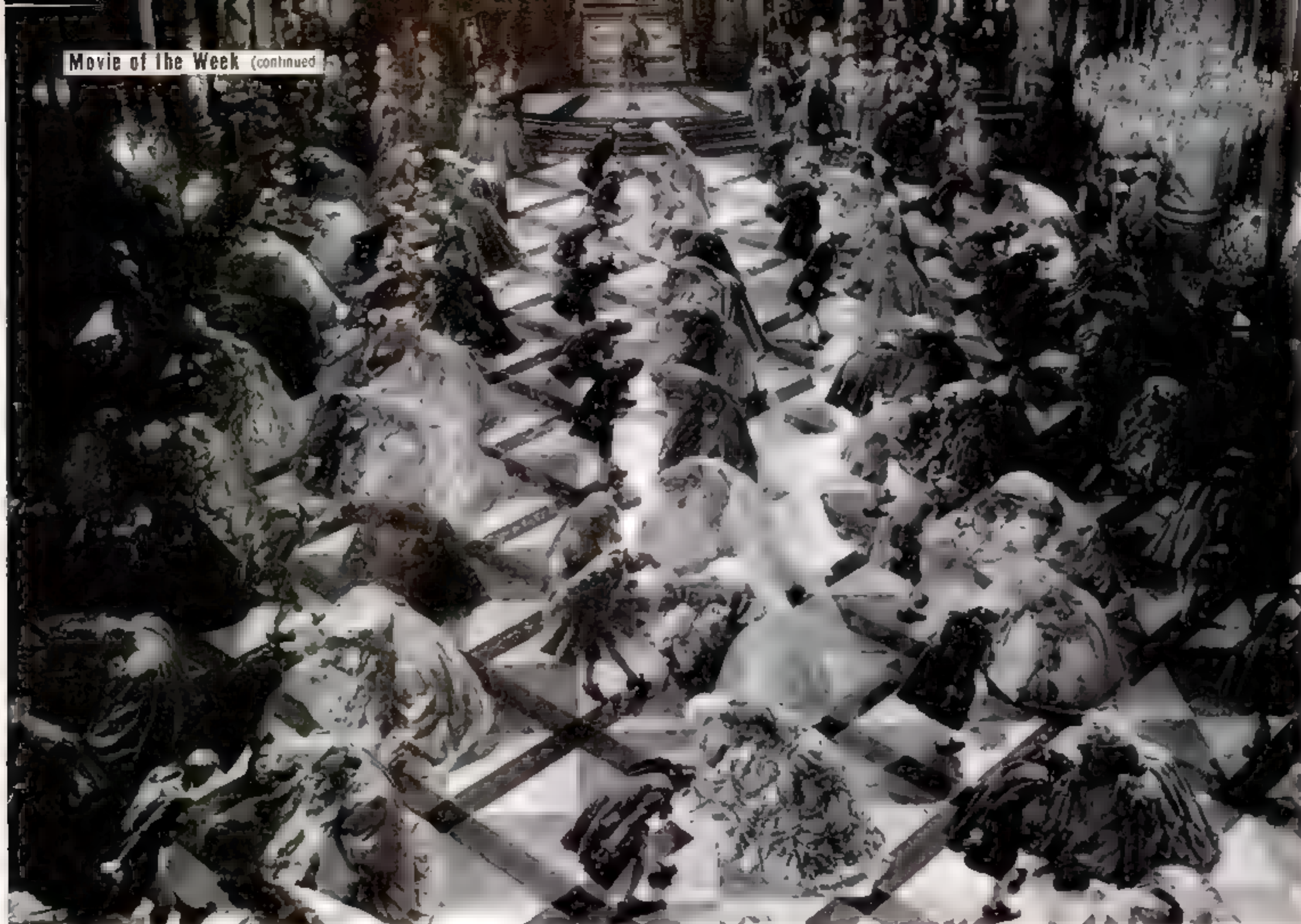
*Marie Antoinette* took 67 and the M-G-M statistical department quickly proved that at \$1,800,000 it was a bargain. In its making, the casting department filled two star roles and 152 speaking parts, the most ever. The property department built 98 sets including one of the Grand Ballroom at Versailles which is several feet longer than its original. Adrian designed 1,250 splendiferous gowns and had time left to costume two poodles. The make-up department sewed approximately 750,000,000 human hairs into 5,000 wigs. As its final statistical triumph M-G-M announced that during the shooting nervous Director Van Dyke downed exactly 1,340 cups of coffee.

Norma Shearer, who is not only M-G-M's "First Lady" but was for a time its largest stockholder, has the title role. Her portrayal of Marie, based on the biography by Stefan Zweig, is the most sympathetic one which has appeared in the 145 years since that lovely lady had her head cut off.



LOUIS XVI (ROBERT MORLEY) AND MARIE GO TO BE MARRIED

CONTINUED ON NEXT PAGE



**A royal ball** is held at the court of Louis XV. Into the glittering life of Versailles Marie Antoinette, archduchess of Austria, is thrown as a young girl by her marriage to the Dauphin of France, later Louis XVI. Unimpressed by her clothe-hungry husband, she first seeks excitement in gay parties and gambling. Then finds romance with Count Axel de Fersen (Tyronne Power), a Swedish nobleman whose place in history is exaggerated for the love interest.

**Peasants stone the carriage** of Marie just before the Revolution. Note the rock in mid-air. Both Louis and Marie are represented as simple, kindhearted people, caught in tragedy, who sometimes think how happy they might have been as a plain backsmith and his wife. Marie does not advise the starving peasants to eat cake, as she probably needed it anyway, but she wins their hatred by foolish extravagance and dies in the guillotine.





## Louis XVI goes to the guillotine

King Louis XVI was executed Jan. 21, 1793. Stupid and weak in life, he went to his death with courage and dignity. In M-G-M's re-enactment of the scene, Robert Morley as Louis has left the tumbril in which he rode to the Place de la Concorde and is mounting the steps of the guillo-

tine. On the platform an attendant prepares the small basket for Louis' head, the larger one for his body. In sullen silence behind a row of soldiers stand the rugged people of Paris. Hollywood crowds are getting smaller in these days of economy and this one does not quite fill the picture.

## JOE LOUIS WINS RIBBONS IN AMERICA'S FIRST ALL-NEGRO HORSE SHOW AT DETROIT



MISS BLANCHE LOWRY (LEFT), MISS EDVERTA GREEN, AND MISS LEILA "PLUM" SPENCER RODE IN THE LADIES' SADDLE CLASS

Joe Louis Barrow, the placid heavyweight champion of the world, is a hero to his whole race. In Chicago's Black Belt he is the most sought-after member of the well-to-do younger set. Equally removed from elderly religious Negroes who sing spirituals and the reefer-smoking jitter-bugs of the South Side saloons, this society's members play contract instead of craps, golf instead of gutter ball.

Well-behaved Joe Louis generally dislikes parties, but has become an ardent horseman since his visit to a Negro dude ranch last November (LIFE, Nov. 15). On June 26 his managers, Julian Black and John Roxborough, organized America's first all-Negro horse show at the Utica Riding and Hunt Club, a Detroit suburban livery stable with an outdoor ring. Wearing a blue-&-gold handkerchief and bright green sweater, Joe Louis won four ribbons with his two horses, MacDonald's Choice and Bing Crushy. The latter he had just purchased for \$1,500.

Negro society's next event was to be an all-Negro bathing-beauty contest to be held at the Great Lakes Country Club (colored) near Pontiac, Mich., on July 4.



Joe Louis and wife (the former Marva Trutter) watch his new horse, Bing Crushy, win two firsts under another rider.



A third prize for the gelding, MacDonald's Choice, was the best Joe Louis could do for himself in the Owner Riden class.

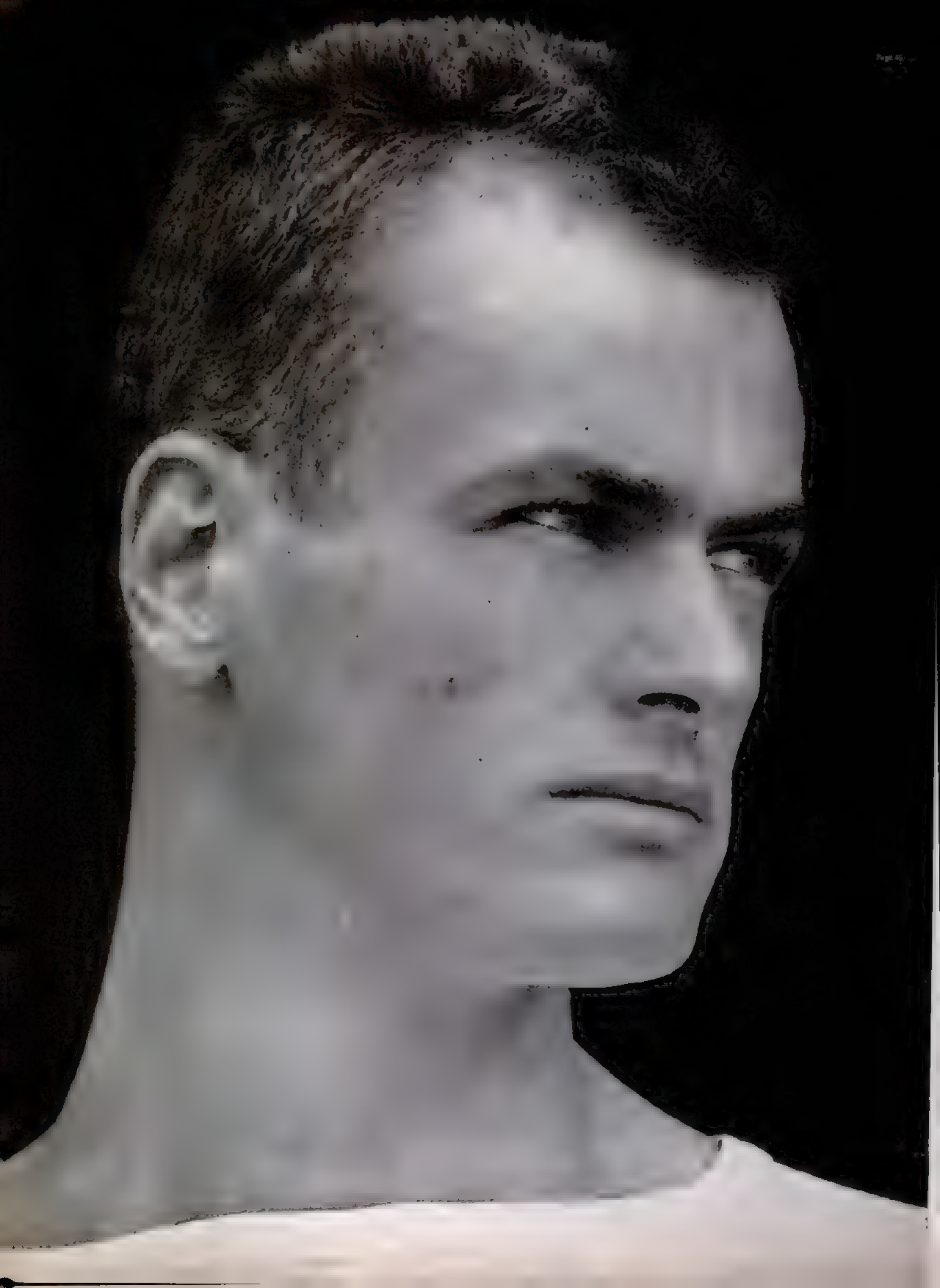
The judges decided that the heavyweight champion was better in the prize ring than in the show ring.



The Chicago set was well represented at Detroit's show. From left: Louis, Paul Turner, Louis' manager Julian Black, William Russel, and seated, Louis' bodyguard, Carl Nelson.



A silver cup with a blue ribbon were presented by Louis' co-manager Roxborough to Edward L. White, a Chicago paper dealer, up on a five-gaited saddle horse named Rex Chief.



## HARVARD PRODUCED 1938'S BEST STROKE, BEST CREW

On the Thames River at New London June 24, a good Yale crew quickened its beat to 38 strokes to the minute in a courageous effort to catch Harvard. In the Harvard shell, "Spike" Chace, stroke and captain, responded by sending his beat up to 30, to 38, to a punishing 40. His shell shot over the finish line more than a length ahead. The Harvard oarsmen gulped air, slumped heavily—all except Chace. He sat upright, feathering his oar thoughtfully as if he might be ready for some more rowing.

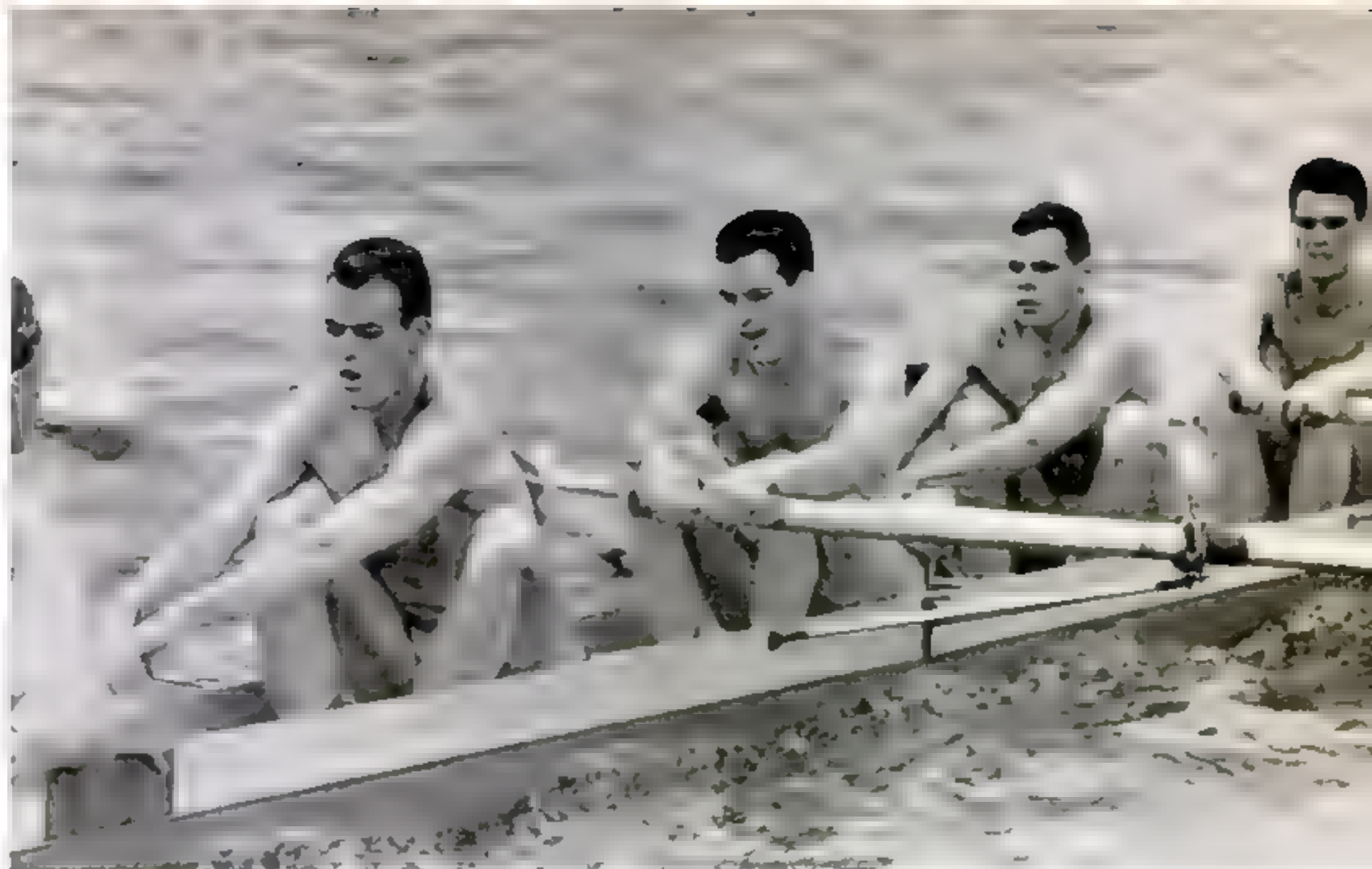
"Spike" Chace (christened James Fletcher Chace) is 1938's best stroke oar. In his three years as Harvard's varsity stroke, he never lost a race to Yale. A driving leader, who rowed so hard that his crew sometimes could hardly keep up with him, he kept Harvard undefeated this year. Among the crews he beat was Navy. On June 27 at Poughkeepsie, Navy beat both Washington and California, and Harvard emerged as the country's best crew. To Spike Chace and to Coach Tom Bolles went the credit. Bolles said: "I wouldn't trade Chace for any oarsman alive." He included even the great Don Hume of Washington (LIFE, May 2).

Chace is a big boy, 6 ft. 4 in. tall, 187 lb. He is 22, has a strong-jawed, serious face (see the opposite page). When he was a small boy, he was ill and puny, had to take exercises for his health. At small Brooks School, in North Andover, Mass., he worked hard at rowing, never bothered with any other sport. At Harvard he became a member of the Owl Club, was awarded a B.S. this June.

Among the people his victory made happy were Robert Herrick, patron of the Harvard crew (below), and Betsey Tobey Luscombe, of Fitchburg, Mass. On July 2, with five crewmen as ushers, James Fletcher Chace married Betsey Luscombe in Wood's Hole, Mass. Next fall he will enter the College of Physicians and Surgeons in New York to become a doctor.



Harvard's crew patron is Robert Herrick, who captained the Crimson crew in 1889. A wealthy Boston lawyer, he watches over Harvard rowing, donates shells, and helps foot bills.



Chace strokes his crew in the "Washington style" which originated at the University of Washington and is used with variations at most of today's top rowing colleges. As

taught by Tom Bolles, who rowed for Washington in 1920, Chace (front oarsman above), reaches moderately with his oar, does not bend far forward. He makes faces as he rows.



The legs drive hard forward as the oar catches (above) and comes through. Finish of the stroke (below) finds the oarsman sitting almost erect. The older style of rowing taught a

long layback after the stroke. Advantage of the Washington method is that it delivers power at the most efficient time (mid-stroke), cuts down checking of boat on reach



# MOTHERS AND DAUGHTERS WEAR THE SAME CLOTHES

"Look Alike" means "Look Young"

The American woman's desire to appear younger than her years reaches a new high this summer as mothers of all ages are dressing themselves in clothes like those of their youngest daughters. On these pages are pictures of 28-year-old Mrs. Edward Latham of the New York Social Register with her daughters Nathalie, 8, and Mary, 4, in seven different dress-alike outfits.

Fashion scouts report that ten years ago, at Santa Barbara, a few sporty people were seen wearing clothes like their daughters'. Three years ago Joan Bennett and Daughters Diana and Melinda were extensively photographed in similar outfits. Eastern department stores feebly promoted the idea two years ago, but not until this summer did the mother-and-daughter custom really become popular.

The outfits on this page worn by Mrs. Latham and her children are custom-made, with the exception of the bathing suits and the shorts-and-sweater suits. So long as the mother-daughter clothes vogue was limited to made-to-order stuff, no manufacturing nor retailing problem existed. Now, when the fashion threatens to become a style with the mammas of the nation, retailers are anticipating many a headache. Reasons: 1) children's departments and women's departments have different buyers; 2) manufacturers of women's clothes as a rule do not make children's clothes. Pattern companies are hopeful that this new fad will revive an interest in home sewing.



At the Greentree Fair held on the Whitney estate, Long Island, many society women and their daughters were dressed alike. Here are Mrs. Dudley Curran and Daughter Pamela in similar dresses, hats and gloves.

At the Rockaway Hunting Club Mrs. Aquin Kelly of Cedarhurst, Long Island, and her 10-year-old daughter Myra wore similar dresses of India cotton print. They also wear identical shorts and halter outfits.



MRS. LATHAM & MIMI & BUBBLES IN ORANGE LINEN



ON THE BEACH IN NAVY SWEATERS AND DENIM SHORTS



IN BEACH DRESSES, THE THREE MIGHT BE SISTERS



SWIM SUITS ARE SIMILAR BUT NOT ALIKE



BIRNOL OUTFITS LIKE THESE ARE MOST POPULAR



IDENTICAL OUTFITS, EXCEPT MAMMA WEARS SHOES



Mrs. Latham & Daughters at Atlantic Beach Club



PROLETARIAN COWS, SCIENTIFICALLY BREED ON THE MOUNT HOPE FARM, GRAZE ACROSS THESE ROLLING MASSACHUSETTS HILLS

## MOUNT HOPE GENETICISTS GET MORE MILK FROM COWS BY SELECTIVE BREEDING



GENETICIST HUBERT D. GOODALE

A plain farmer walking through the Mount Hope Farm near Williamstown, Mass., would be awed by its modern, hygienic superclean barns, pigpens and chicken coops. Peering inside these fine buildings, he would expect to see sleek Jersey or Holstein cows, the most expensive type of swine and some renowned breed of chicken. Instead he finds a many-colored assortment of ordinary cattle, crossbred pigs and chickens that look no better than his own.

Mount Hope Farm has proved that appearance of farm animals means nothing to the farmer who wants to earn a living from their production. In 21 years Mount Hope has wrought marvels in breeding animals. At this foremost genetics station in the U. S., complete scientific biographies are kept on all animals, and parenthood becomes the privilege only of those which will best transmit to their progeny the specific characteristic desired. Its scientists have

made mice increase in weight until they were as big as rats. Chickens were bred to lay over 30% more eggs, and the average weight and size of eggs were increased. Hogs were scientifically changed from lard to pork producers, and sows were scientifically encouraged to bear larger litters. Mount Hope's herd of plebeian cows had its milk production almost doubled. And Mount Hope geneticists are not sure that a limit to productivity will ever be reached.

The ultimate application of the Mount Hope discoveries is to teach the average farmer how to breed efficient stock without buying or leasing expensive, blue-ribbon animals. Dr. Hubert D. Goodale (left), geneticist in charge of this biological laboratory, first tried out his theories on mice (below) which reproduce rapidly. He successfully completed them by creating the first native type of proletarian dairy cattle, known as the American Dairy cow.

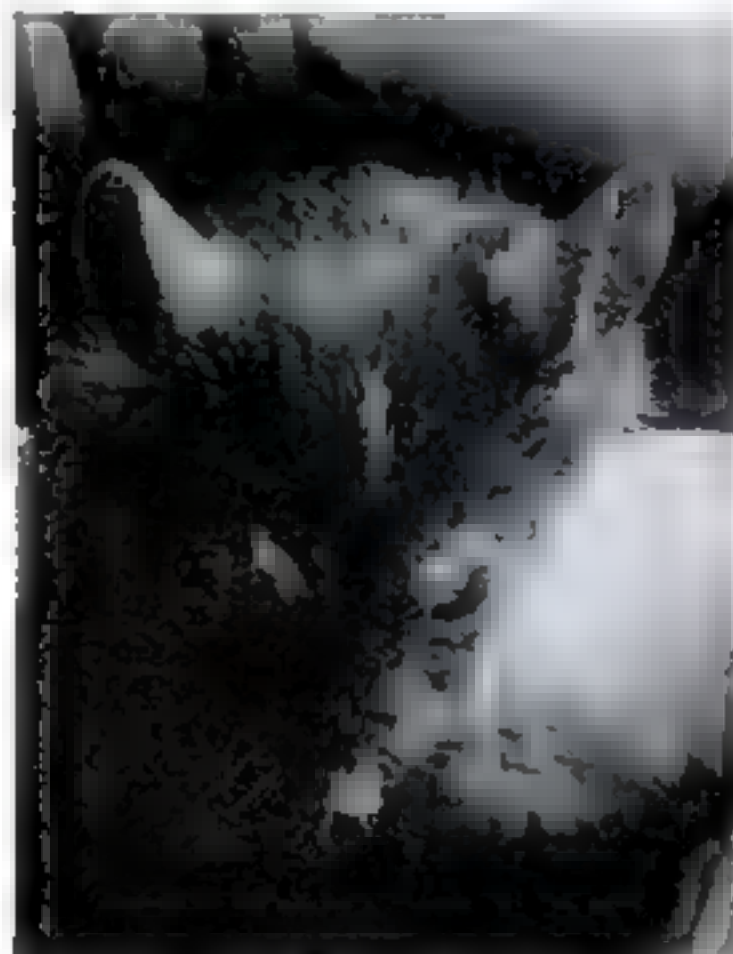
### BREEDING MICE



The selective breeding of mice has produced this all-black litter after several generations.



Weight of normal mouse (left) was almost doubled in 17 generations. Result at right.

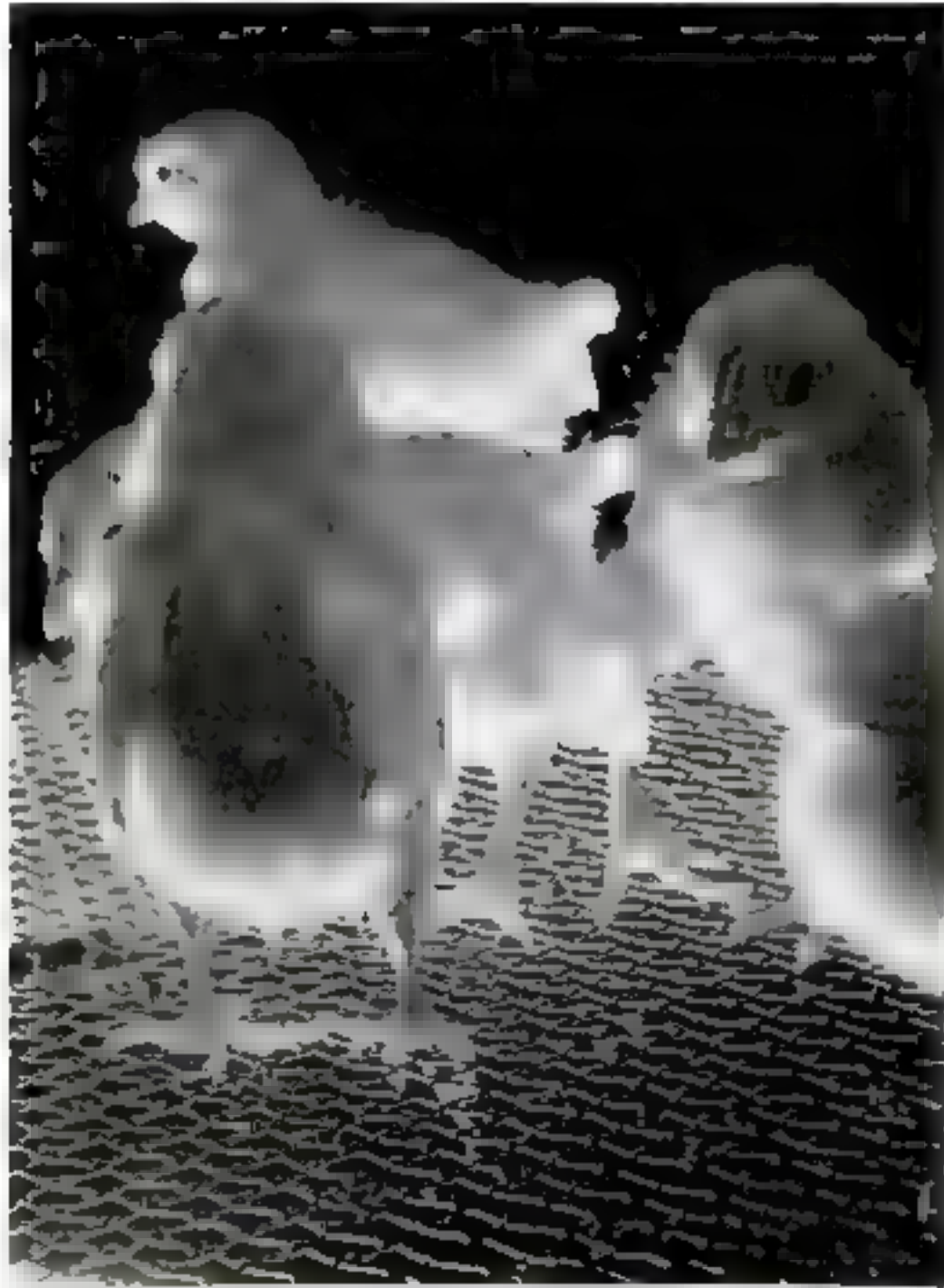


White hairs on forehead can be increased in future generations by choosing parents.



Twenty generations removed physically from animal (left), this mouse has an all-white face.

## POULTRY BREEDING



Chicks are banded on wings after birth and their pedigree entered in books which have records of 187,000 Mount Hope fowl.



Egg size has been increased three ounces; bird weight, one pound and egg-laying average 30% in six years.



Poultry Superintendent Norman Bottum keeps twelve different volumes to record pedigree, eggs laid, bird weights, etc.

## OUTBREEDING GIVES ASSORTED LITTER

Geneticists who mated this white sow with a red boar could predict the proportion of red and white piglets in litter.

The spotted one is a rarity. Selective breeding can also be applied to produce pigs rich in bacon instead of lard.





**Satisfaction** is the name of the Mount Hope Farm's most promising young bull. His economic worth is not determined by looks but by his ability to sire high milk-producing progeny.



**Favorite** is the Mount Hope champion with record of 22,757 lb. of milk as a two-year-old. The average Mount Hope cow produces three times as much milk as the average U.S. cow.



**No. 541** is a nine-day-old calf, which has already been weaned. Her excellent milk-producing qualities can be accurately forecast by her parents' excellent milk-production ratings.

## At Mount Hope Farm a cow's milk record means more than her looks or pedigree

**M**ost breeders of milk cattle persist in mating cows and bulls entirely on appearance. They assume that blue-ribbon animals, chosen on a basis of looks or pedigree, should have high milk-producing offspring. A slow haphazard method of improving farm animals has resulted, and in many cases high-priced, aristocratic bulls have actually lowered the economic value of a herd.

Dr. Goodale of Mount Hope Farm dug into historical records to prove that there are no pure breeds of cattle today. Even the so-called pure Jersey, Guernsey and Holstein have been consistently adulterated by other breeds during the past decades. And even if the breeds were pure, he shows that it is impossible to predict the efficiency of calves by the looks or pedigree of parents. The characteristics which make for a handsome bull are determined by infinitesimal units called *genes* which the father and mother pass on to the children. But those determining the milk-producing quality of a cow are determined by an entirely different set of genes. Thus the Mount Hope Farm has concentrated on selecting as top breeders only those animals which in previous matings have given birth to the greatest number of cows with the highest milk-producing qualities.

This break from tradition brought about the creation of the American Dairy cow which recognizes no breeds, colors or shapes. Mount Hope's own herd—one of the best in the nation—is black and white, brindle, dun and spotted. None of the cows is purebred according to old standards but each has been bred to obtain the genes responsible for high milk production.

This system is now used by the Department of Agriculture. It can easily be applied to the average farm. Mount Hope has made it possible for the farmer to learn how to pick the proper parents for breeding and thereby inexpensively improve his stock.



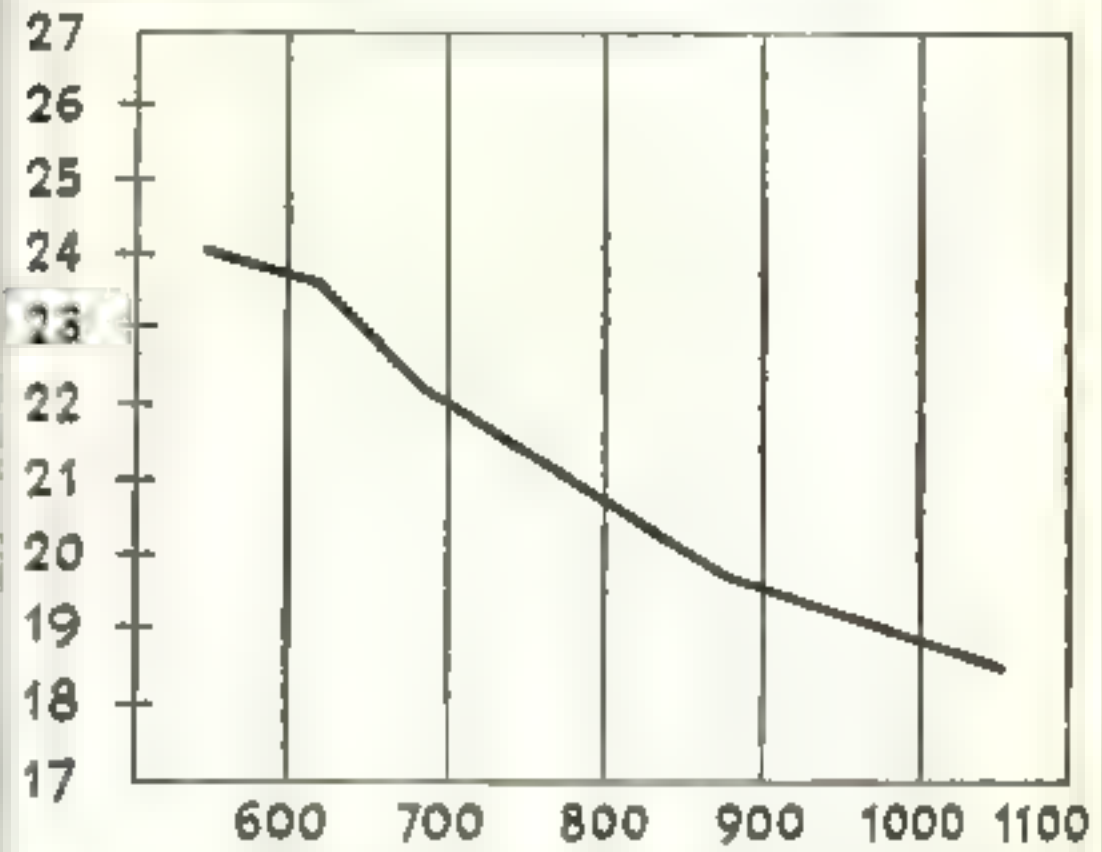
A good milking cow like this one has rope-like veins on stomach, large veins on udder. A large udder does not indicate a good milker, as milk glands are partly in cow's body.

Glistening barn is scrubbed daily. Mount Hope visitors must wash their shoes in a disinfectant before entering the barn to prevent introduction of any cattle disease germs.



## EFFICIENCY CHART

FEEDING COST



BUTTERFAT PRODUCED IN POUNDS

This efficiency chart, which shows the latest discovery of Mount Hope scientists, proves that cattle which subsist on the cheapest feed produce most milk and butterfat. The cost of feeding the cows per pound of growth is on the vertical axis and the butterfat production is on the horizontal axis.



# PEOPLE

The Cameras of the World Press  
now put these people in the news



Karl Browder told a N. Y. legislative committee June 29 that the U. S. Communist Party, though free to make decisions, was "part and parcel" of the Communist International in Moscow.



Miss Lesley E. Bogert was prominent among Newport socialites at opening of the summer season June 21. Her father is a New York banker. Lesley is known for her skill at the Big Apple.



Emmy Andersen, 46, calisthenist and premiere nudist of Denmark, arrived in this country June 30, clothed but not over-dressed. Because Denmark frowns on organ-

ized skin culture, Miss Andersen has been a solo nudist on a North Sea island for the last seven years. She is here to ascertain the status of nudism in America.



Jack Dempsey huffs and puffs with his wife, Hannah Williams Dempsey, and daughter, Joan, to blow out 43 candles on his birthday cake at surprise party held in

New York June 24. Portrait of Restaurateur Dempsey was begun June 14 by Kyril, P. V., youthful Bulgarian admirer of Fighter Dempsey, is virtually completed.

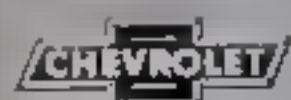
# CHOOSE CHEVROLET

## THE SIX SUPREME



# CHEVROLET LEADS THE SIXES

SIXES LEAD  
THE WORLD



Chevrolet—the Six Supreme—is  
the only low-priced car with all  
the following fine car features:

PERFECTED HYDRAULIC BRAKES • 85-h. p.  
VALVE-IN-HEAD ENGINE • GENUINE KNEE-  
ACTION\* • ALL-SILENT, ALL-STEEL BODY •  
SHOCKPROOF STEERING\* • TIPTOE-MATIC  
CLUTCH.

\*ON MASTER DE LUXE MODELS ONLY

SEE YOUR LOCAL CHEVROLET DEALER

WORLD'S LARGEST  
BUILDER OF SIXES  
**CHEVROLET**  
*The Six Supreme*

## A NEW SHAVE CREAM FOR THE

# *1 Man in 7*

## WHO SHAVES EVERY DAY...

Forms protection between razor and face . . . keeps blade from scraping or irritating skin

**I**MPORTANT business and social contacts now demand that most men shave at least once every day. Yet daily shaving makes many a man's skin raw and irritated unless it's protected against razor scrape.

To meet the "shave-a-day" man's problem, Williams has built an entirely new-type shave cream. It's called Glider. You spread on Glider quickly and easily with the fingers—never a brush. It's not

sticky or greasy, and it won't clog your razor.

Glider forms a thin protective layer on your face. Over this rich, heavy cream your razor slides—swiftly and easily—without scraping.

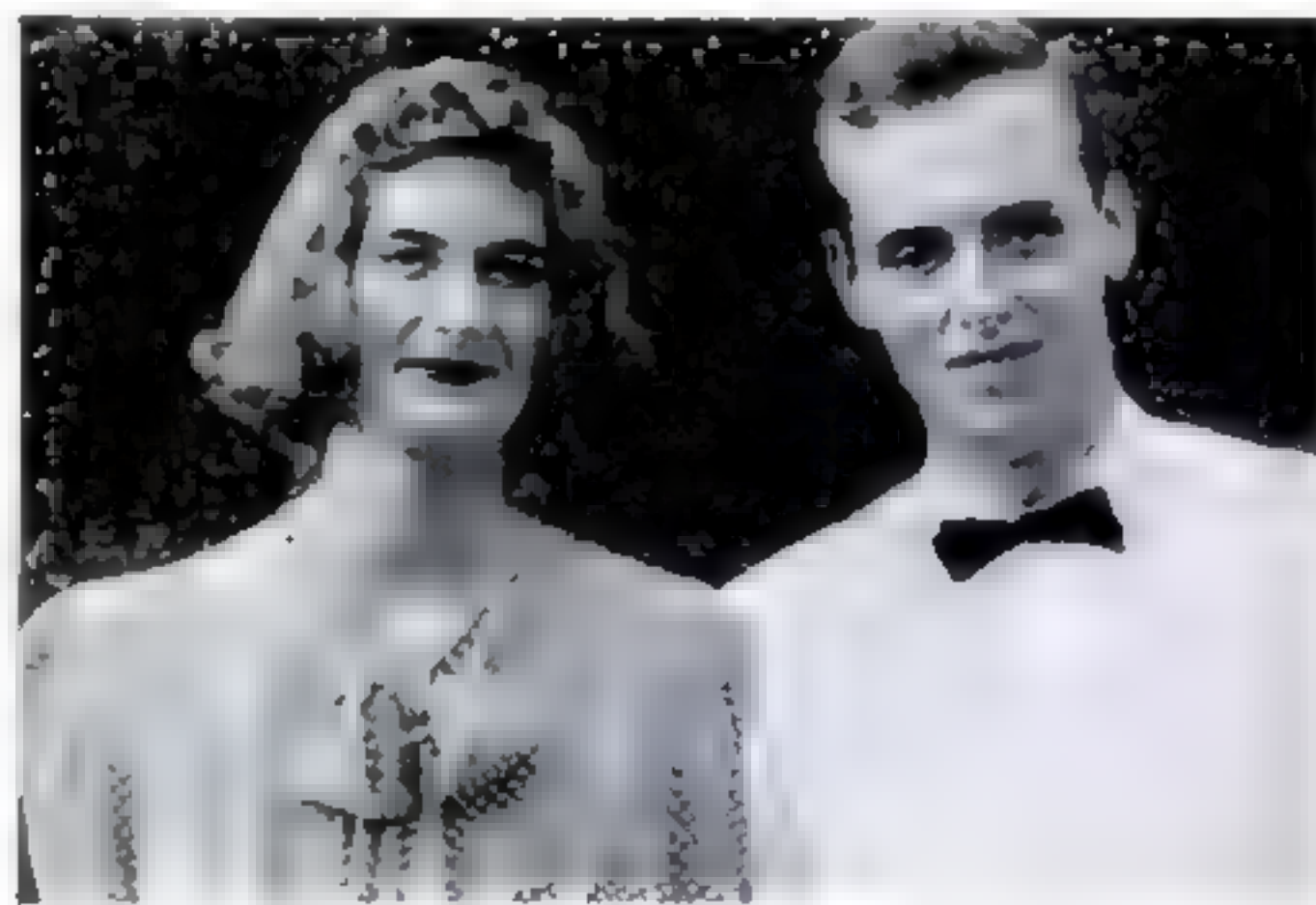
Here's how you can try Glider FREE! Just send us your name and address, and we'll mail you a generous tube of Glider absolutely free. On this one trial, we rest our case. We think you'll agree that Glider "No-Brush" Shave is the finest shave cream you've ever used.

Write today: The J. B. Williams Co., Dept. I.G.-6, Glastonbury, Conn., U. S. A., makers of Aquo Velva and Glider, who have been making fine shaving preparations for nearly 100 years.

## PEOPLE (continued)



Elizabeth Regina of England is welcomed by Actor-Playwright Noel Coward, a close friend of her brother-in-law the Duke of Kent, to a matinee to celebrate the 50th anniversary of old English Actress Irene Vanbrugh's first job in *As You Like It*.



A Biddle and an Armour were betrothed June 25 when the engagement of Miss Julia Rush Biddle Henry of Chestnut Hill, Pa., to Philip D. Armour Jr. of Lake Forest, Ill., was announced. Last year Miss Henry was presented at the Court of St. James.

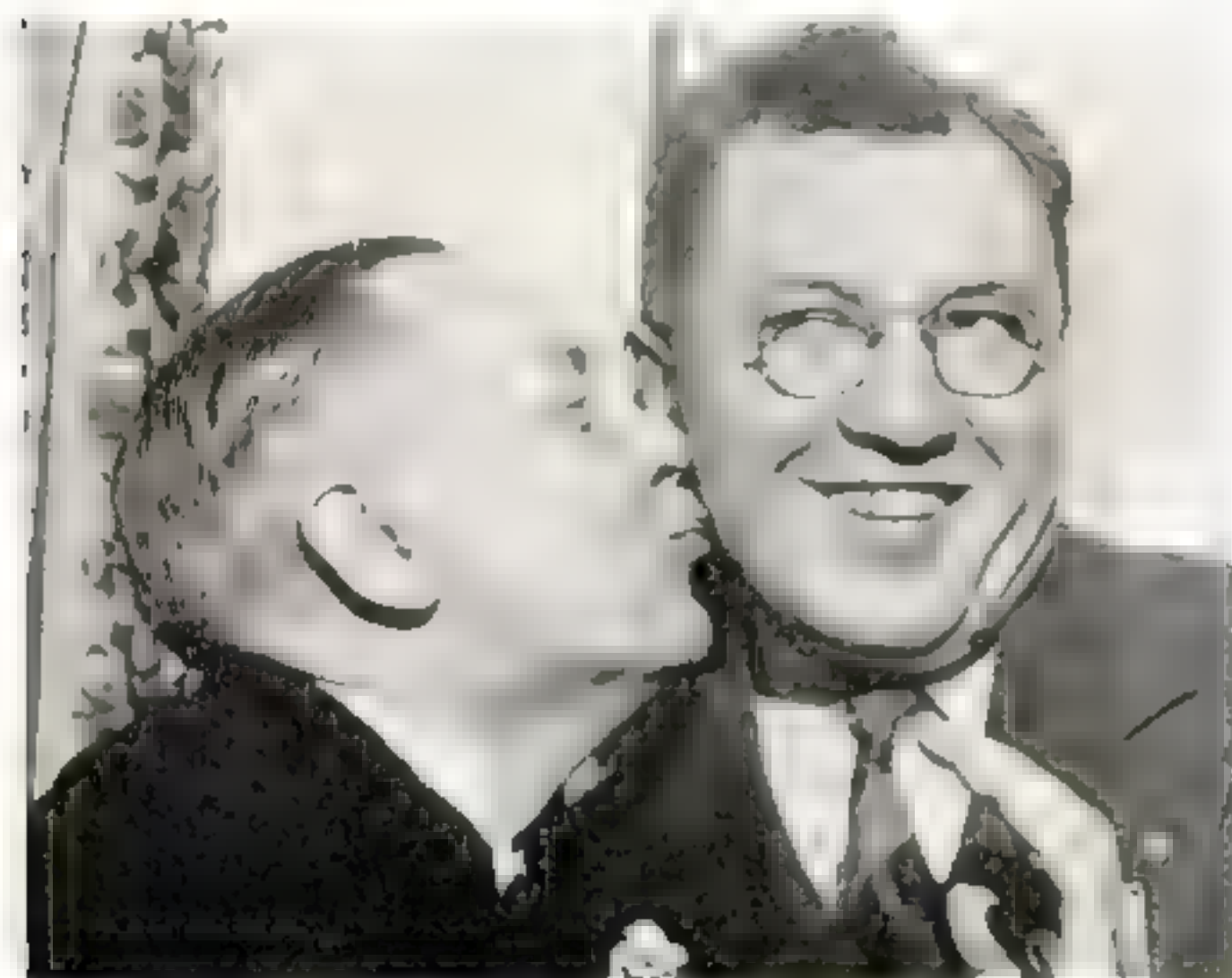


**T**here's no loss—And Free Quaker State Motor Oil. It's just the finest Pennsylvania crude oil . . . freed of every impurity by the most scientific methods in Quaker State's four great modern refineries. Every drop of Quaker State is a rich, pure lubricant which will make your car run better, last longer, free you of worry about sludge, carbon or corrosion. Retail price, 35¢ a quart. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.





Mrs. James Bryant Conant and Mrs. Charles Seymour, wives respectively of the presidents of Harvard and Yale, sat together aboard the committee boat which followed the Harvard-Yale crew race at New London, Conn., June 23. Harvard won.



Maurice Duperrey of Paris, international president of Rotary, planted a continental kiss upon the cheek of Blasius F. Trafford Taylor of Winnipeg, international president of Kiwanis, during their separate conventions at San Francisco June 23.



Robertson Hare and Alfred Drayton, London actors, mop their perspiring pates at the Theatrical Garden Party, held in Regent's Park June 21 for the benefit of the Actors' Orphanage. Noel Coward (opposite page) is president of the Orphanage.

# WHISKERS MUST BE TEED UP FOR A GOOD SHAVE!



It was for this reason that Schick abandoned its "toothed" blade guard for a solid, flat guide bar that "tees up" the whisker for a clean cut.



**IN THE "ROUGH."** Whiskers grow in tiny pits like this. To get a close, painless shave, the whisker must be "teed up" . . . the skin flattened.

**THE "DIVOT DIGGER."** Here is the abandoned "toothed" guard. Observe its tendency to furrow the skin, resulting in painful nicks and scraping. And its tooth design does not sufficiently stretch and flatten the surface of the skin.



**A BETTER APPROACH.** At right below is the scientifically designed Schick Injector Razor guide bar. Being flat, and with a slight "tread," it grips the skin, stretches it taut. Note how the whisker is held firmly upright, preventing a diagonal cut. Also, how the tiny ridges and whisker "pits" are smoothed out flat so the blade gives a close shave and still cannot damage the skin surface. Did you know that more than a million men have switched to the Schick Injector Razor?

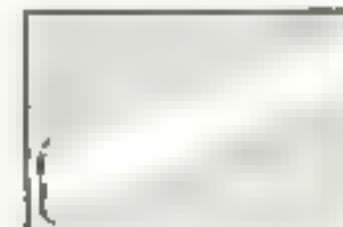


**\$2.00** in black waterproof case with 20 blades (\$3 in Canada).

Blades are protected in a bath of oil in this metal blade-injector cartridge. Blade edges are suspended in space; no paper covering to dull them.



One-second blade change . . . a pull and push of the trigger . . . our shoots the old blade and in goes the new . . . nothing to unwrap, take apart or re-assemble. Quick . . . time-saving.



Schick Blades are double-thick . . . able to take and hold sharper edge. Each blade individually honed, stropped, inspected. Result . . . more comfortable shaves per blade.



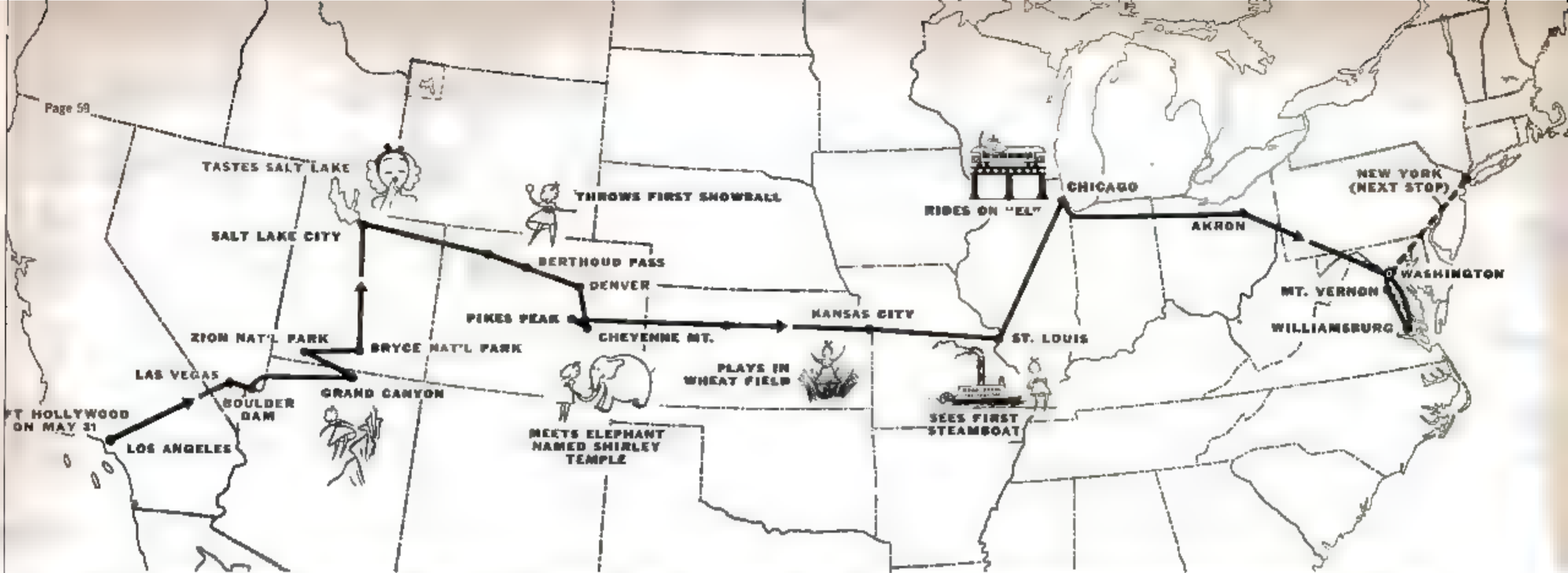
Save minutes every day . . . no need to wipe and dry the Schick Injector Razor after every shave . . . a flush under the faucet, and it's clean. No removing, cleaning and replacing blade.

## Schick Injector Razor

Magazine Repeating Razor Company, Bridgeport, Connecticut

IN THIS TEMPLE  
AS IN THE HEARTS OF THE PEOPLE  
FOR WHOM HE SAVED THE UNION  
THE MEMORY OF ABRAHAM LINCOLN  
IS ENSHRINED FOREVER





Shirley's trip began at Los Angeles on May 31. She saw the Boulder Dam and the Grand Canyon, dipped her finger in Great Salt Lake and then licked it, threw her first snowball

in Berthoud Pass of the Rockies and felt her first dust storm. In Kansas she stopped to play in a wheat field (see cover). At the Cheyenne Mountain Zoo she met an

elephant named Shirley Temple. When she saw the Chicago Elevated she was so delighted by "trolley cars on sticks" that the company gave her a special train for the day.

# Shirley Temple TAKES A TRIP ACROSS THE CONTINENT

America has been seeing Shirley Temple almost continuously since she was 3. Now that she is 9, Mr. & Mrs. George Temple decided that it was time Shirley saw America. Accordingly, on May 31, the Temple family set out from Hollywood in their Cadillac (California license No. 7L-32), headed east. Following the course shown on the map above, they stopped off to show Shirley all the sights, took nearly a month to cross the continent.

On June 23 the Temples reached Washington where Shirley wanted to call on some old friends, notably Mrs. Franklin D. Roosevelt and J. Edgar Hoover. At the White House she had a 20-minute chat with the President, telling him about the salmon she caught at Vancouver, the tooth she lost while eating a sandwich the day before. After that the most distinguished little girl in the world paid her respects to the Washington monument and the majestic statue in the Lincoln Memorial where LIFE's Thomas McAvoy photographed her (see opposite page).

Shirley is used to crowds and celebrities, but this is the first time she has been away for long from the protection of home and studio. As usual Shirley showed more self-assurance than anybody she met, from Secretary Morgenthau to a panda in Chicago.



SHIRLEY GIVES A KISS TO J. EDGAR HOOVER WHO MADE HER A "Q-GIRL"



ARTIST AT WORK



HER ART: SONJA RENIE



KANSAS LUNCHROOM



SEEING KANSAS CITY



WITH CHICAGO'S PANDA



AT WHITE HOUSE



ON THE CAPITOL STEPS



SECRETARY MORGENTHAU



AT LINCOLN MEMORIAL



AT MOUNT VERNON

# Have you tried chewing gum while you're driving?



Many drivers tell us—and many laboratory tests explain why—chewing gum helps ease nervous tension under pressure, aids in reducing your feeling of fatigue. Just as gum helps an athlete keep "on his game," so it helps a driver keep on the job, alert and yet relaxed. On long trips chewing gum helps to relieve driving drowsiness. Keep a package of Beech-Nut Gum or a box of candy-coated Beechies always handy in the pocket of your car. You will enjoy their fresh, rich flavor... and the aid they lend to better driving.



3 KINDS OF BEECHIES

A package full of candy-coated individual pieces of gum... in three flavors... Peppermint, Pepsin and Spearmint. Select the kind you like.

ALWAYS REFRESHING

Beech-Nut Peppermint Gum is so good it's the most popular flavor of gum in America. Beech-Nut Spearmint has a richness you're sure to enjoy.

## BEECH-NUT GUM is always refreshing

P.S. Have you tried RUMMIES, the new Beech-Nut Candy with the different and delicious flavor?

## SHIRLEY TEMPLE AND HOW SHE GREW

### No. 1 Star finishes 22nd picture



STAND UP AND CHEER

Loy or Carole Lombard. Box-office Champion No. 1 for three successive years, she is already assured of permanent rank as the premier movie personality of the decade.

**Her Career.** It was in 1932 that Mrs. George Temple, wife of a Los Angeles bank clerk, began taking her cute, curly-headed daughter around to the casting offices. Shirley got a small part in a short called *Baby Burleske* which still earns money because she is in it. The show which made her famous was *Stand Up and Cheer* in which she sang a song called *Baby Take a Bow*. There followed *Little Miss Marker*, *Baby Take a Bow*, *Now and Forever*, *Bright Eyes*—and suddenly Shirley was the No. 1 star. Some of her pictures were good, some poor but each one was for Shirley a personal triumph. No other star is so independent of story material. No Temple picture loses money.

In *The Little Colonel* and *The Littlest Rebel* (1935) Shirley became an expert tap-dancer, performing with Bill ("Bojangles") Robinson, whom she calls "Uncle Bill." Lately

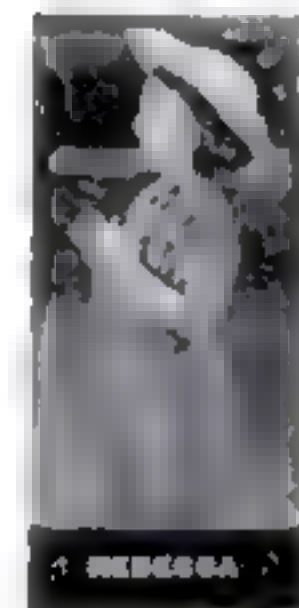
her employers have been casting her in minor classics: *Wee Willie Winkie*, *Heidi*, *Rebecca of Sunnybrook Farm*. But now, perceiving the futility of making Shirley fit a story, they have returned to the policy of making stories to fit her. Her 21st picture will be *Little Miss Broadway*.



THE LITTLE COLONEL

**Working Girl.** Shirley makes three pictures a year, working no more than 36 days on each. This fast schedule is possible because the star learns quickly—lines, songs and dance routines—seldom muffs a scene. After work each day she has three hours of school. Shirley has the same course of study as all California school children and is now in Grade 5B (multiplication and elementary grammar).

**On Screen,** as well as on, Shirley charms everyone she meets. Fully conscious of her unique position, she accepts it, in the way a princess might, as her natural lot. Her parents try to make her life fairly normal, giving her a small allowance, finding playmates among the children of movie celebrities, protecting her from adulation. On their present trip the Temples avoid excessive crowds by never announcing where they are going next, but they eat

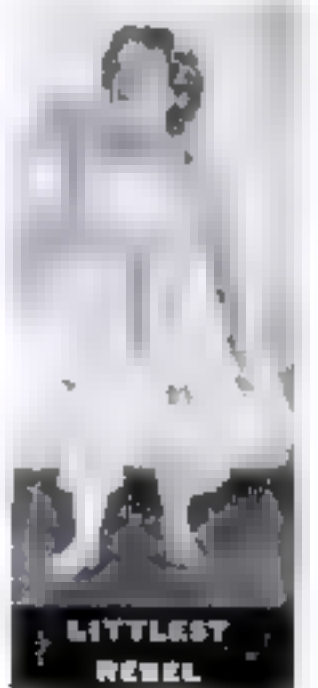


REBECCA

publicly in hotel dining rooms and one night they stayed at a tourist camp. Shirley is always the model child, happy and self-assured, but she has a fund of wisecracks. When a Washington reporter

suggested that she pose on his lap "like Charlie McCarthy," she cracked "I'm no blockhead." The entire Temple family was equipped with movie cameras for the trip and Shirley's chief amusement was taking pictures.

**Shirley's future.** She plans to keep on making pictures as long as anyone wants her to. After that she will have the income of a fortune which already amounts to about \$1,000,000. It is invested in trust funds and annuities, payable to Shirley alone.



LITTLEST REBEL



LITTLE MISS BROADWAY

# \$5,000,000

## for the Secret of Ice from Heat



INVENTORS: Carl G. Munters and Baltzar Von Platen, as they appeared in their student days.

How two young students won fame and wealth  
by eliminating the need for machinery or  
moving parts in automatic food protection



In prehistoric times, man safeguarded his food by storing it in the cool, deep recesses of natural caves.



Alexander the Great refreshed his soldiers with chilled wine from barrels stored in snow-filled trenches.

Horatio Alger's heroes come to life in the story of two Swedish university students—Baltzar Von Platen and Carl G. Munters—who discovered a way to freeze with heat. This sensational invention brought them not only financial independence for life, but also world-wide acclaim and coveted honors from foremost scientific societies.

Since earliest times, man has sought continually for safe food protection. However, not until the twentieth century was a real beginning made in the science of automatic refrigeration. Then, artificial cold was produced by means of machinery. But it was widely recognized that the maximum of dependability and economy could be achieved only through the development of a refrigerator that had no moving, wearing parts whatever.

It was this problem—to perfect a freezing system without the slightest vestige of machinery—which captured the imagination of Von Platen and Munters as they talked after class in the high-ceilinged hall of Stockholm's famed Royal Institute of Technology.

Countless scientists had already struggled with

this same objective. Yet youth is ever courageous. And where so many before them had failed, the two students succeeded. After long months of laboratory research—after many trials and errors—they finally brought forth a working model of their unique refrigerator. By the application of a small amount of heat to a refrigerant, it produced constant cold and froze tinkling cubes of ice—silently and without troublesome machinery.

And for this brain-child of two young students, hard-headed American business men are reported to have paid \$5,000,000! Patent rights for the United States and Canada were secured in the fall of 1926 by Servel, Inc., of Evansville, Indiana. This company used the invention in a new refrigerator and marketed the product under the name of Servel Electrolux, the Gas Refrigerator. Eight years later, the Servel Electrolux refrigerator was adapted to operate with kerosene for rural use.

Today, the dream of Von Platen and Munters—refrigeration with no moving parts—has become a happy reality in more than a million homes in cities and on farms throughout America.

Backed by 11 years' proved superiority of ice from heat

## 1938 SERVEL ELECTROLUX SAVES MORE

PERMANENTLY SILENT  
NO MOVING PARTS IN  
ITS FREEZING SYSTEM



HERE'S THE BEST NEWS you'll hear in many a long day! The new 1938 Servel Electrolux brings you an even greater, more efficient refrigerator than the ones which have been setting new records for saving money in more than a million homes during the past eleven years.

It's more spacious, more convenient. It's "tops" in beauty, too. And besides, you get the big advantages of the simplest freezing method next to Nature's. A tiny gas flame does the work of moving parts—without friction, noise or wear.

This miraculous simplicity keeps Servel Electrolux permanently silent—gives you freedom from moving, wearing parts—assures the same amazing low operating cost throughout its long life.

For suburban and rural homes, Servel operates on kerosene or bottled gas. Write for details to: Servel, Inc., Evansville, Indiana.

See it at  
YOUR GAS COMPANY  
OR LOCAL DEALER

# Life Goes to a Party



"Last Ride" celebration in Tacoma, W. set, began with a fan of the old streetcar. Near the front above are some of the new motor buses which replace the streetcars.



"The Old Street Car Ain't What She Used To Be" is sung by a group of the C. F. Hawks and Corning Todd, Land Messenger and Curtis Hill, Tacoma Railway and Power Co. presented.



Mayor John C. Siegle stands next to the two white horses which are to pull the truck. Below, one of the signs is being adjusted by a crew member.



Civic groups decorated cars, and filled them with signs, pennants and banners. Below, the Girls Advertising Council which won the \$50 prize for being most decorated.



## To celebrate the end of trolley transportation in Tacoma, Wash.

On June 11 the Tacoma Railway And Power Co. ran its streetcars for the last time. The next day the company completely motorized its old trolley routes. Because for nearly half a century Tacoma's trolley cars have been a beloved institution as well as dependable transportation, Mayor John C. Siegle declared the day of their demise a public holiday to be celebrated with appropriate rites.

A last tour was held during which cars were routed over part of the city's 70-mile streetcar system. Social and business groups, ranging from the Wild West Post of the Veterans of Foreign Wars to the Girls Advertising Club, took over many cars for their own parties. Passengers were allowed to detach as souvenirs anything they could get off with their bare hands. After a couple of hours of rough and rowdy riding and rough and rowdy wrenching everyone went to a Gay Nineties dance at the Winthrop Hotel.

At one o'clock seats in the "last car" were auctioned off but in the midst of this revelers crowded on the car without ceremony and rode it to the car-barns where, according to the Mayor's proclamation, it was "suitably cremated with public ceremony."



Souvenirs of the "Last Ride" streetcar party at Tacoma were the destination signs marking the various trolley-

line routes. Other trophies secured by historically-minded passengers were electric-light bulbs, car bells and seats.



Complete chaos characterized the dismantling of the Tacoma streetcars by conscientious souvenir hunters who swarmed all over in their efforts to obtain relics of the past.



No trouble was too great for diligent Tacoma citizens who stripped 21 streetcars bare in two hours. Note triumphant gesture of man at left who has snagged a rare light bulb.



Brass whistle from the front of cars constituted the evening's No. 1 souvenir, required a climb to the roof and some expert manipulation. Note the resigned conductor inside.

CONTINUED ON NEXT PAGE





The cremation of the last car took place out at the carhorns while some of the 10,000 celebrants looked on, many of them sentimentally solered for the moment.



A fiery skeleton, Tacoma's symbolic streetcar passed away a little after one o'clock. "May God have mercy on its soul," declared Mayor Siegle in a proclamation.



Next morning this was all that was left of the cremated streetcar. For the first time since 1888 Tacoma, now teeming with busses, was without trolley service.

# LIFE



## ...ON THE AIR!

### EVERY FRIDAY at 9:30 (E.D.S.T.)

Beginning Friday, July 8, and thereafter every Friday at 9:30 P.M. (E.D.S.T.) the Editors of LIFE bring to the air a new series of broadcasts of *The March of Time*. This new series at the new hour on Fridays will be broadcast over a new and extended N.B.C. network—your daily newspaper will tell you what station broadcasts the new *March of Time* in your community.

#### ORSON WELLES: 1935-1938

One day in March 1935, a tough-haired 19-year-old youth stepped up to a microphone and gave a trial audition for *The March of Time*. He had lived in China, could speak Chinese, had played Peter Rabbit professionally at ten, had held a job in the famed Irish Abbey Theatre, had lived in Morocco and London as well as Dublin and Shanghai. But he was virtually unknown in the U. S., had never before been in radio. When the 86-year-old muttons king Sir Basil Zaharoff died, *The March of Time* researched his voice, found it was deep, resonant, unidentifiably accented. Out of a dozen actors tried, only the 19-year-old newcomer could play the part accurately and his characterization was memorable. His versatility proved as great as his gift for dramatic impersonation, and he became a *March of Time* "regular", was heard as King Victor Emmanuel, Charles Laughton, Horace Greeley, Paul Muni, Senator J. Hamilton Lewis. . . His name—Orson Welles.

Last winter, at 22, Orson Welles produced the smash hit modern dress "Julius Caesar" with Welles in a blue serge suit as Brutus. Then "The Shoemaker's Holiday," Elizabethan comedy with Welles making 308-year-old jokes funny; and finally George Bernard Shaw's "Heartbreak House" with Welles bearded and bushy-browed to look like the author himself. Today Broadway's most successful producer-actor, Welles still occasionally breaks away to appear on *The March of Time*.

Orson Welles is but one of the men and women—actors, editors, researchers, musicians, directors, technicians—who during the past eight years, have made *The March of Time* a program unique in radio—intensely dramatic, accurately informative, true to life.

Now LIFE brings you *The March of Time* in a new series on the air—and in this series of columns every week. LIFE will take you behind the radio scenes to tell you about the people who make *The March of Time*, and how they do it.

### LIFE ON THE AIR - THE MARCH OF TIME

# PICTURES TO THE EDITORS

## F.D.R. & KIWI

Sirs,

The billboard of which I enclose a picture, is situated in Elizabeth Street, Sydney, Australia. The face in this kiwi

shoe Polish advertisement bears a striking resemblance to a very famous American.

MIRIEL CHADWICK

Australia House  
London, England



## MIDGETS & FRIENDS

Sirs,

Enclosed is a picture taken last year in Los Angeles behind the main tent of the Al G. Barnes Circus which shows my daughter, 6, holding Midget Paul Del Rio (LIFE, June 20) and flanked by his two sisters. They posed for the shot between performances which the Del Rios made at the rate of two a day.

GENE STUART

Los Angeles, Calif.



Sirs,

The pictures of Midget Paul Del Rio and his two sisters interested me greatly. The three Del Rios appeared in Minneapolis as part of the Zuhrah Temple Shrine Indoor Circus in February 1936. As Potentate of the Temple at the time, I came in contact with them every day.

During their stay here, the birthday of the eldest girl, Trinidad, was celebrated with a formal dinner and I enclose a picture of the occasion showing the three midgets with Mrs. Todd and myself.

H. C. TODD

Zuhrah Temple  
Minneapolis, Minn.



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# PICTURES TO THE EDITORS



**1 Quick easy GROOMING...** The time-tested Wildroot Hair Tonic formula plus pure vegetable oil. Relieves dry scalp. Keeps hair neat, not slicked-down. Mild pleasing scent fades away after using.

**2 Removes ugly DANDRUFF...** Use Wildroot-with-Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

**3 Helps check premature BALDNESS...** Removes dandruff crust which acts as covering for scabrous eczema, common scalp infection blamed for 70% of early hair loss. Get Wildroot-with-Oil today! For generous trial bottle, send 10¢, Wildroot, Dept. B-7, Buffalo, N. Y., or Fort Erie, Ontario.

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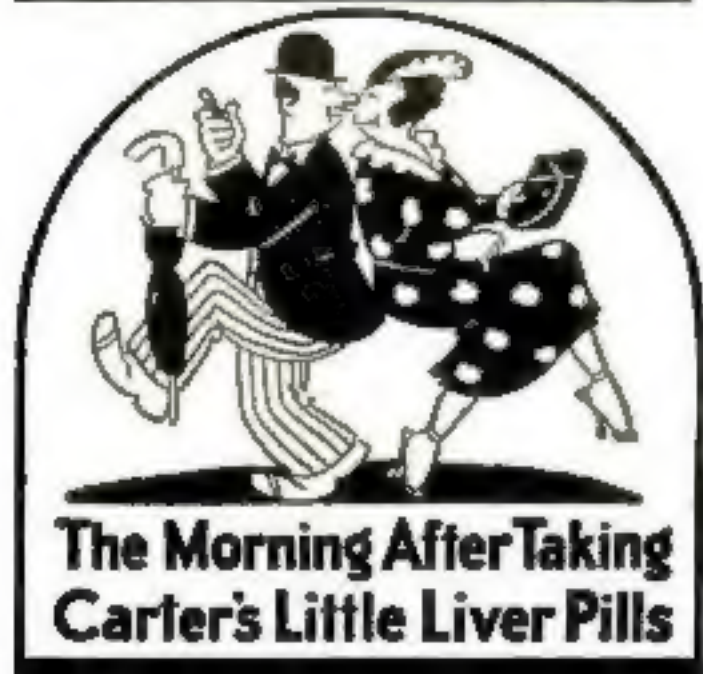
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## "OH, DOCTOR"

Sirs:

This series might be called "Oh, Doctor!" Dentists say that people do not actually suffer much pain in the chair (I know differently, and so do you). Muscular reflexes, such as those pictured, are caused by the mind suffering imaginary pain, or some such idea.

E. K. LANGEVIN

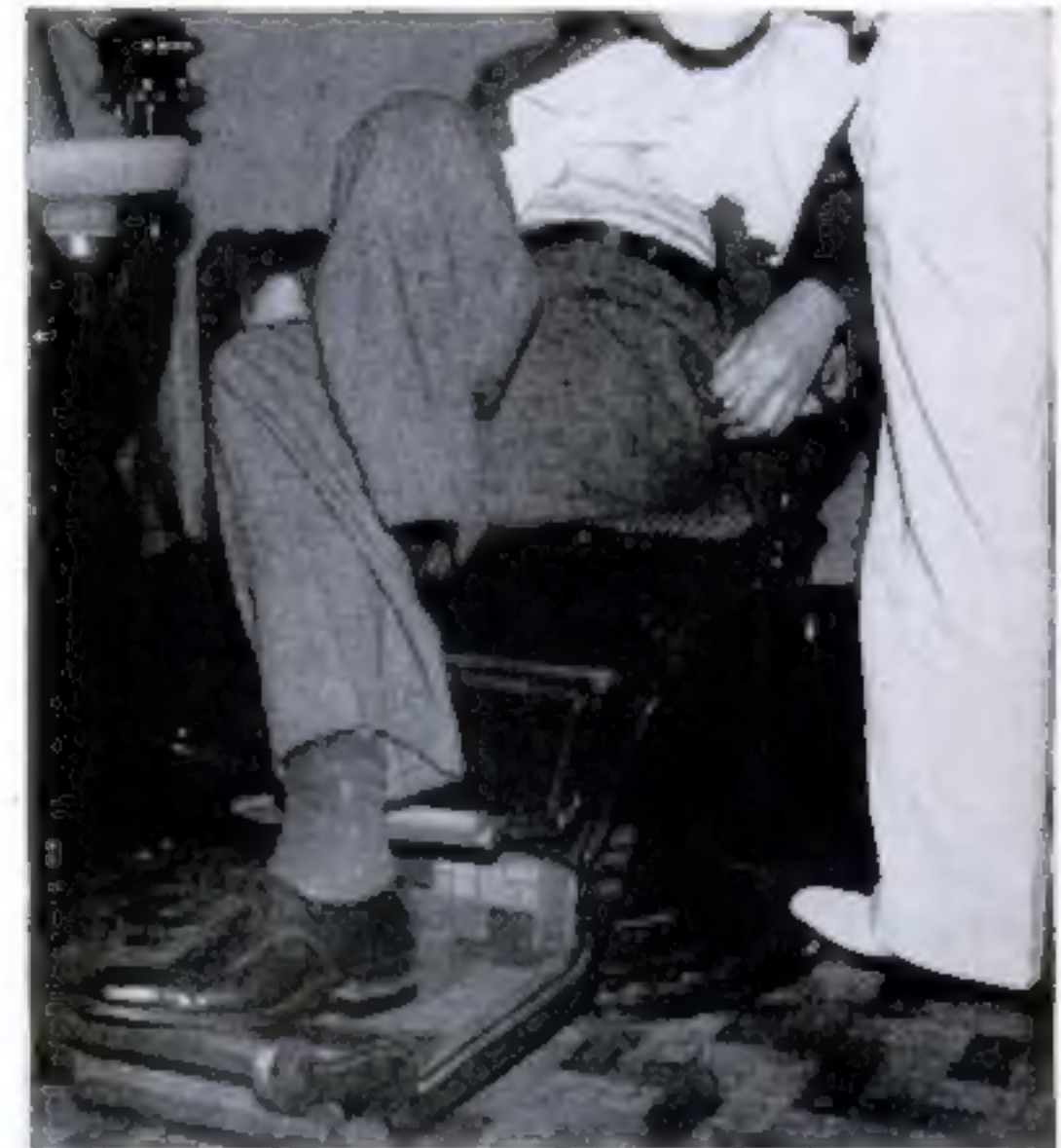
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extra gadgets to take color movies, and offers the extra fun of slow-motion pictures and animated cartoons and titles. Only \$55 at camera stores everywhere. 16 mm. Filmos from \$65 to \$1155.

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